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The Go-To Camera
Phone for the 'Content
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COVERSTORY

Lechon Holograms:
Reimagining Philippine
Fiestas in a Smart World

Playlist ng Bayan: The Soundtrack
of Modern Fiestas

FIESTA FUTURES

celebrations with a tech twist

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Words by **Gabriel John Pe**

In the Philippines, fiestas are more than just colorful parades and loud music—they're deeply woven into the fabric of Filipino culture. These age-old traditions, often tied to religious or historical roots, continue to thrive—but with a twist. In today's connected world, festivals have found exciting new ways to evolve, blending the richness of heritage with the innovations of the digital age. From booming speakers to virtual processions, technology is now an integral part of how we celebrate, share, and preserve our most treasured customs.

FIESTA FUTURES: How Tech is Reinventing Fil



Celebrations Go Smart

It's nearly impossible to picture a town fiesta without the thumping basslines from towering speakers or dazzling light shows synced to music. This is perhaps the most visible sign of how hardware has made its mark on traditional celebrations. But the tech integration runs deeper.

Behind the scenes, technology is also being used to enhance safety. Crowd management is now aided by high-definition surveillance systems, AI-powered headcounts, and even drones that help prevent overcrowding and ensure a peaceful celebration. In countries like Japan and Singapore, robots are also deployed during large-scale events to assist with security and public safety—concepts that may soon influence our local celebrations as well.

Even those who prefer to steer clear of the festivities benefit from digital tools. Navigation apps powered by real-time traffic data help reroute travelers away from crowded streets. Apps like Sakay.ph or Google Maps offer updates on public transportation schedules, helping commuters plan smoother rides amid the chaos of street parties and parades.

Philippino Celebrations

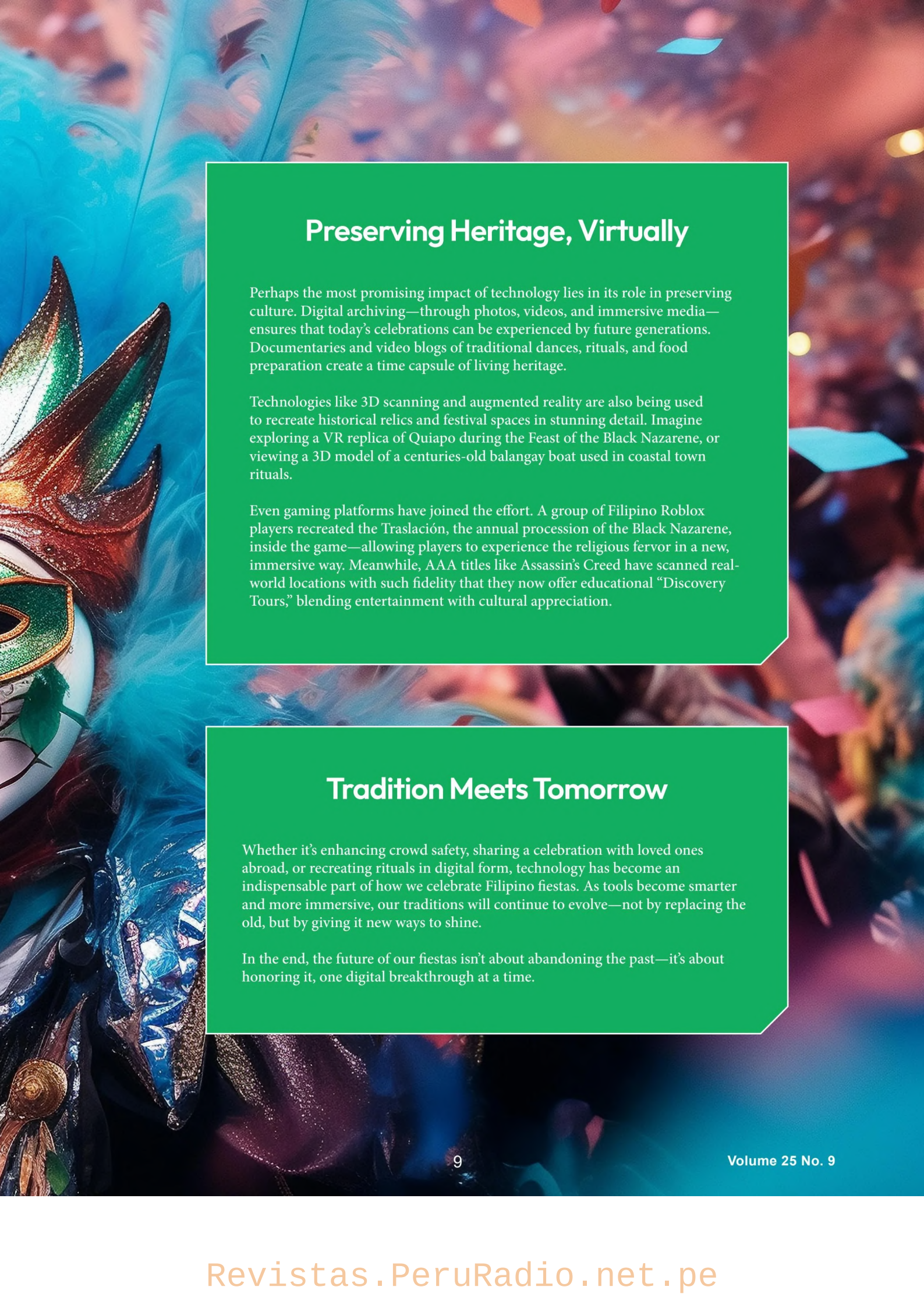
The Social Media Fiesta



Fiestas are also going viral—literally. Social media has become a megaphone for local festivals, allowing organizers and revelers to reach a global audience with just one post. Whether it's a colorful Sinulog performance or an awe-inspiring Gigantes parade, festivals can now capture the imagination of Filipinos abroad and curious global viewers through trending content.

Organic virality has become a powerful form of promotion. Unique events and moments—like a synchronized dance mob or an intricately decorated float—can skyrocket to social media fame overnight. And with smartphones in hand, attendees instantly become content creators, amplifying the celebration with every photo, reel, or TikTok.

More importantly, social media nurtures connection. For Filipinos who can't go home for their hometown's fiesta, platforms like Facebook, Instagram, or even livestream apps offer a way to participate virtually. It's not quite the same as joining in person, but it's close enough to spark joy—and a touch of homesickness.



Preserving Heritage, Virtually

Perhaps the most promising impact of technology lies in its role in preserving culture. Digital archiving—through photos, videos, and immersive media—ensures that today’s celebrations can be experienced by future generations. Documentaries and video blogs of traditional dances, rituals, and food preparation create a time capsule of living heritage.

Technologies like 3D scanning and augmented reality are also being used to recreate historical relics and festival spaces in stunning detail. Imagine exploring a VR replica of Quiapo during the Feast of the Black Nazarene, or viewing a 3D model of a centuries-old balangay boat used in coastal town rituals.

Even gaming platforms have joined the effort. A group of Filipino Roblox players recreated the Traslación, the annual procession of the Black Nazarene, inside the game—allowing players to experience the religious fervor in a new, immersive way. Meanwhile, AAA titles like Assassin’s Creed have scanned real-world locations with such fidelity that they now offer educational “Discovery Tours,” blending entertainment with cultural appreciation.

Tradition Meets Tomorrow

Whether it’s enhancing crowd safety, sharing a celebration with loved ones abroad, or recreating rituals in digital form, technology has become an indispensable part of how we celebrate Filipino fiestas. As tools become smarter and more immersive, our traditions will continue to evolve—not by replacing the old, but by giving it new ways to shine.

In the end, the future of our fiestas isn’t about abandoning the past—it’s about honoring it, one digital breakthrough at a time.

Words by Aljhelyn Piador

Can we transform our *Pearl of the Orient Seas* into a hub of tech-savvy innovation?

No need to brave Cubao bus lines or melt under the summer sun just to join the fiesta because the spirit of celebration might just find its way into your sala. Every summer, Filipino towns burst like confetti with color, music, and the irresistible smell of kakanin in the air. There's the thunder of Ati-Atihan drums, the beaming faces behind Masskara masks, and the glorious, golden lechon that proudly ignores your diet. Then comes Santacruzán, where Filipinas glide in elegant white gowns like it's a holy runway show, parading beneath flower-covered arches like queens. Turns out, even fiestas like these aren't safe from a tech upgrade. Slowly, things like holograms, AI, and digital booths are sneaking their way into our celebrations. It's still the same lively energy; just with a few extra gadgets. Think of it as tradition... with better Wi-Fi.

LECHON HOLOGRAM

Reimagining Philippine Fiestas



AMS: stas in a Smart World

Holograms: Almost Real

Let's start with **holograms**. Once a sci-fi fantasy, they're now used in real-world applications from bringing back music legends to helping train doctors. Companies like Proto and Looking Glass are creating interactive, life-sized holograms you can actually talk to. Here in the Philippines, we've already had a taste of this. ABS-CBN's *"Idol Philippines"* used holographic visuals on stage. Schools like Ateneo and DLSU are exploring AR tech in education. And science centers like The Mind Museum have been blending interactivity and storytelling for years. It's a sign that we're ready for even bolder experiences.

Now, imagine this: you could even have a holographic display in your home, where you can select different fiestas to experience. Want to see the Pahiyas Festival? Just select it on your device, and suddenly, your living room is filled with virtual kiping decorations and a parade of holographic carabaos.



How about this: You walk into a barangay hall, and instead of the usual tarp banners and folding chairs, you're greeted by a holographic Sto. Niño floating midair. Dancers in digital *baro't saya* twirl to the beat of kulintang, and yes—the lechon is there, rotating slowly, narrated by a 3D Manong who spills his family's cooking secrets. It's festive, fun, future-forward and eco-friendly, too. No printed tarps to discard, no plastic decor to clean up — just immersive visuals that celebrate tradition while caring for the planet.

Holograms aren't just for show; they can preserve culture, too. Imagine a 360-degree walkthrough of the Biag ni Lam-ang or holographic teachers bringing Jose Rizal and Gabriela Silang to life in the classroom. Indigenous folktales could be archived with native elders recorded in high-res 3D. Even traditional crafts, like weaving or tattooing, could be taught by holographic masters to a new generation. Of course, we need to think about making this technology accessible. Not everyone has a high-speed internet connection or the latest devices. We'll need community hubs and public access points to make sure no one is left behind.

Barangays could start their own “holo-time capsules”—preserving songs, dances, and faces of each generation. Sidewalk karaoke? Now upgraded with a virtual duet partner. This could raise questions about authenticity, though. Can a hologram truly capture the spirit of a live performance? It's a conversation we need to have.

AI in the Bayan

Now let's talk about AI. The behind-the-scenes wizard making everything smoother, smarter, and strangely more personal. AI today is far from the cold, robotic stereotype. It can speak in dialects, mimic emotions, and adapt to your preferences. It is like your smart fiesta buddy: it could explain the history of Pintados in Cebuano or recommend food stalls based on your mood. For instance, you could ask the AI, "What's the best place for *kinilaw*?" and it would provide a list of local vendors with reviews and directions.

AI also has potential beyond entertainment. It can help organize fiestas more efficiently, mapping crowd flows, sending alerts, or translating announcements for tourists. It can create digital versions of traditional guides who walk you through festivals you've never seen in person. It can even revive pre-colonial village life in interactive simulations powered by research and cultural archives. But we must also consider data privacy. How will the information gathered by these AI systems be used and protected?

And here's where it really gets touching: for millions of overseas Filipinos, tech like this can bridge the distance. OFWs can join virtual parades, light candles at digital church altars, or visit their home province's plaza in real-time through VR and holograms. It's not just convenient; it's a comforting slice of home. This could lead to a stronger sense of connection, but it also brings up the question of whether it might discourage OFWs from returning home for the actual fiestas.



Of course, nothing beats the real thing. The chaotic energy of live fiestas — from the rain-soaked or sunburned processions to the late-night karaoke marathons — is unmatched. But in times of global challenges, from pandemics to climate shifts, tech offers us ways to adapt, connect, and continue traditions instead of pausing them. Let's imagine a future where tech companies and cultural organizations collaborate to create these experiences.

We may not have Silicon Valley's skyscrapers, but we have *kubo* corners and *karinderya* tables where big ideas are born. In every barangay, creativity sparks and community powers invention. Filipino creatives are flipping the script, using tech not just to catch up, but to stand out, loud and proud.

Because innovation isn't about erasing tradition. It's about amplifying it. Making it louder, brighter, and more accessible than ever before.

So the next time you long for the spirit of fiesta season, don't just reminisce—reimagine. Fire up that hologram lechon and move to the digital drums of Ati-Atihan. The way we celebrate may change, but the heart of the fiesta remains joyful, generous, and undeniably Filipino.

Now, can we transform our *Pearl of the Orient Seas* into a hub of tech-savvy innovation? Why not? After all, even a *kwintas ng perlas* can sparkle brighter with a bit of code, creativity, and cultural pride.

PLAYLIST NG BAYAN

THE SOUNDTRACK OF MODERN FIESTAS

Words by **Phia Manuell Layoso**

Isang Fiesta, Isang Playlist

Those days are gone when fiestas only rang with the brassy sounds of brass bands and traditional folk tunes blaring from a karaoke machine. Nowadays, fiestas in the barangay are just as likely to feature the newest Spotify chart hits, popular TikTok dance tracks, and trending OPM videos on YouTube. From the pabonggahan ng float to late-night disco sa kalsada, music has never been more digital—and more diverse—than ever. With technology, the Playlist ng Bayan is now a vibrant blend of the new and old, both echoing the community's distinct culture of the people.



Then vs Now: Tunog ng Nakaraan, Tugtog ng Kasalukuyan

Back then, fiesta music revolved around live marching bands, harana-type serenades, or the ever-reliable karaoke staple songs—think “Bakit Pa?” by Jessa Zaragoza or anything by Aegis. These songs are still nostalgic favorites, but now they have to compete with a new generation of musical influencers.

Enter the TikTok anthems, Spotify party playlists, and YouTube music videos—today’s go-to sources for hyping up any event. From the latest P-Pop album, a DJ remix of the kundiman, or even international hits such as “Cupid (Twin Version)” by FIFTY FIFTY, fiesta music has globalized but maintained its local twist.



“Music has always been the pulse of Filipino fiestas—and now it’s louder, more accessible, and more in tune with the digital age.”

How Tech Sets the Tone: Fiesta Meets Digital Vibes

With Bluetooth speakers taking over karaoke sets and playlist curation over cassette mixtapes, tech has made it easier to control the party mood. Event organizers or even ordinary kabarangays can now turn into DJs with their smartphones. Platforms such as Spotify and YouTube allow you to create playlists according to the mood of street dancing, drinking, gaming, or even religious parades.

But it’s not just the apps—it’s also the hardware.

Speakers nowadays are smart and social. Some portable Bluetooth speakers, such as the JBL PartyBox or the Sony X-series, have Party Connect or Wireless Party Chain features. That means that several speakers can sync and boom the same rhythm, turning a small barangay an actual music festival. Built-in LED lights, bass boost, even mic/guitar input—these are the new masa sound systems.

Tradition Meets Modernity: Soundtracking Identity

While the sound is different, the essence of the fiesta does not change—joyful, collective, and

Filipino in spirit. Many barangays today blend ethnic percussion groups or cultural dance routines with contemporary remixes, resulting in an audio-visual mashup that is a celebration of heritage and development.

Picture a street dance that begins with tinkling rhythms and seamlessly leads to a full-fledged EDM drop—gulat ang crowd, sabay sayaw lahat. That is the magic of contemporary fiestas: they don’t destroy tradition, they remix it.

Fiesta Feels, Modern Beats

Music has always been the pulse of Filipino fiestas—and now it’s louder, more accessible, and more in tune with the digital age. Whether it’s a barangay celebration or a city bash, today’s Playlist ng Bayan is a mix of heritage and hype. So, next time you attend a fiesta, bring your best dance moves, your loudest speakers, and your go-to playlist—because this party doesn’t just honor tradition, it dances with the times.



ASUS ProArt Display OLED PA32UCDM

Monitor

Approx. PHP110,000

ASUS IS SETTING a new standard for creative professionals with the launch of the ProArt Display OLED PA32UCDM, now available in the Philippines (on a pre-order basis). Engineered for filmmakers, visual effects artists, colorists, and content creators, this 32-inch 4K QD-OLED monitor is designed to make every frame flawless—with ultra-precise color, HDR mastery, and blistering-fast refresh rates.

At the heart of the ProArt OLED is its 240Hz QD-OLED panel, delivering 3840x2160 UHD resolution, 1000-nit peak brightness, and a cinematic 99% DCI-P3 color gamut. Whether you're color grading, compositing, or editing high-frame-rate footage, every pixel is driven by true 10-bit color depth and factory-calibrated Delta E<1 color accuracy. Paired with Dolby Vision, HDR10, and HLG support, the display offers immersive, real-world dynamic range—ideal for creators working across film, broadcast, and digital content.

The PA32UCDM goes beyond static calibration. It features ASUS ProArt Hardware Calibration with support for Calman and Light Illusion ColourSpace, allowing LUT profiles to be saved directly to the monitor—perfect for switching across platforms without reconfiguration. Through the ProArt Color Center, creators can even manage and calibrate multiple ProArt monitors remotely—a significant upgrade for studios running collaborative workflows.









Visual creators working in animation, game development, or live content production will love the 240Hz refresh rate and VRR (Variable Refresh Rate) technology. Combined with an HDMI 2.1 port supporting 4K at 240Hz, the ProArt ensures real-time playback and artifact-free motion—essential for editing high-speed visuals and conducting final review on a single screen.

More than just a monitor, the PA32UCDM acts as a powerful dock with two Thunderbolt 4 ports (including 96W power delivery and daisy chaining), one HDMI 2.1, and a USB 3.2 Gen 2 hub with USB-C and USB-A ports. This thoughtful setup eliminates clutter while supporting everything from color grading consoles to creative laptops and high-speed storage drives.

ASUS addresses one of OLED's biggest concerns—burn-in—with ASUS OLED Care, a suite of smart features like Pixel Shift, Screen Saver, and a Proximity Sensor that dims the display when unattended. It's peace of mind baked into every pixel.

As an exclusive bonus, eligible buyers get a free Adobe Creative Cloud subscription (worth up to PHP28,000)—including tools like Premiere Pro, After Effects, and Adobe Substance 3D. It's the perfect pairing for turning the ProArt into a full creative command center.

Canon EOS R50 V

Camera

CANON redefines creator gear with the EOS R50 V, a compact powerhouse that brings cinematic capabilities to the hands of aspiring filmmakers and content creators. Housed in a lightweight, mirrorless body, this camera features a 24.2-megapixel APS-C sensor—similar in size to the Super 35mm sensors used in Canon's professional cinema cameras. It's the perfect tool for vloggers, livestreamers, and filmmakers seeking high-quality visuals without the bulk.

A redesigned control layout emphasizes video-first operation. Dedicated buttons for livestreaming and color modes, plus a zoom lever and vertical shooting support, make it exceptionally user-friendly—even for solo shooters. Whether you're filming in landscape or portrait, the EOS R50 V's design makes it seamless to switch and shoot on the go.

But what truly elevates the EOS R50 V is its deep suite of pro-level features. It supports Canon Log 3, uncropped 4K 30p, cropped 4K 60p, and Full HD up to 120p—with

options for HDR PQ and HLG recording. Audio is treated with equal care, thanks to 3-mic noise reduction and support for 24-bit, 4-channel LPCM input, giving content creators professional-quality sound.

The EOS R50 V is also the first in its class to bring Cinema EOS features like false color exposure aids and support for LUTs, empowering users to fine-tune their footage with precision. Register People Priority, a feature typically found in Canon's higher-end models, allows for intelligent subject tracking even in crowded scenes.

For livestreamers and hybrid creators, the EOS R50 V doubles as a high-quality webcam with UVC/UAC 4K 60p support via USB-C, and works with Canon's Live Switcher app to enable multi-angle streams with mobile devices.

Designed with the next-gen storyteller in mind, the Canon EOS R50 V isn't just a camera—it's a compact, cinematic production studio.





Canon PowerShot V1

Camera

PHP54,998

THE CANON POWERSHOT V1 is a compact content creation tool that merges portability with advanced video features, answering the needs of everyday creators who demand quality without complexity. As Canon's first video-centric compact camera, the PowerShot V1 is small in size but big in performance.

At the heart of the PowerShot V1 is a 22.3-megapixel, 1.4-inch type sensor—nearly twice the size of typical compact camera sensors. This larger sensor delivers excellent low-light performance and beautiful depth of field, while the built-in f/2.8–f/4.5 zoom lens covers an ideal 16–50mm range for everything from personal vlogs to professional-looking interviews and b-roll.

Designed to be both handheld and gimbal-friendly, the viewfinder-less body is built for ergonomic shooting with a layout optimized for single-

handed operation. A built-in cooling fan, a rarity in compact cameras, allows for extended recording sessions—making it a game-changer for livestreamers and mobile filmmakers.

Autofocus is handled by Canon's powerful Dual Pixel CMOS AF II system, now integrated into the PowerShot line. Creative flexibility is enhanced with features like Smooth Skin mode, 14 color filters, subject tracking stabilization, and a 3-stop ND filter—ideal for maintaining



cinematic exposure in bright environments.

The PowerShot V1 supports 10-bit Canon Log 3 and offers uncropped 4K 30p, cropped 4K 60p, and Full HD 100p/120p with audio, giving creators a variety of recording options for post-production or real-time use. It also connects via USB-C for direct livestreaming and webcam use with no additional software required.

With its blend of performance, simplicity, and portability, the Canon PowerShot V1 empowers creators to shoot, stream, and share—all from the palm of their hand.







tain is calling.

Epson SureColor SC-P20530

Photo Printer

IN THE REALM of professional photography and graphic design, the tools behind the scenes are just as crucial as the talent. Epson's newly launched SureColor SC-P20530 photo printer rises to this challenge, delivering the kind of color fidelity, speed, and eco-conscious design that today's creators demand.

This powerhouse introduces a 12-color UltraChrome PRO ink set, with orange, green, and violet for a wider, more vibrant gamut. With Epson's refined PrecisionCore MicroTFP printhead and the introduction of Black Enhanced Overcoat (BEO) technology, the SC-P20530 achieves exceptional image depth, lifelike detail, and smoother tonal gradations. Despite its expanded ink range, print speeds are even faster than the previous model, making it an ideal workhorse for studios with high output needs.

Efficiency takes center stage, too. Epson's redesigned ink packs use 92.3% less plastic per liter and cut CO₂ emissions by 50%, while the printer's frame incorporates over

30% recycled plastic. It also boasts a 2.3x increase in ink capacity, reducing downtime and boosting productivity. ENERGY STAR 3.0 compliance ensures power savings, even in sleep mode.

For users, daily operation is refreshingly intuitive. A new 4.3-inch touchscreen replaces the older button interface, while an auto take-up system and high-speed cutter simplify handling of larger print jobs. A 64-inch carriage supports a variety of media, from photo paper to synthetic film. Maintenance has been reimagined for convenience, with tool-free access to key components, integrated lighting, and a dust cover that helps prevent costly reprints.

Optional Adobe PostScript support enhances PDF and RIP performance, and Epson's Cloud Solution PORT provides centralized control for production monitoring.

Sleek, powerful, and remarkably precise, the Epson SC-P20530 is more than just a new model—it's the new standard.





Garmin Descent G2

Dive Computer

PHP45,490

GARMIN HAS ONCE AGAIN raised the bar for adventure tech with the release of its latest innovation, the Descent™ G2—a sleek, watch-style dive computer designed for life above and below the waves. With a dazzling AMOLED display, robust dive features, and a sustainable edge, the Descent G2 is more than just a tool for divers—it's a statement of purpose for modern explorers.

Crafted for clarity even in the murky depths, the Descent G2's 1.2" AMOLED display makes crucial dive data easy to read at a glance. But the visual brilliance goes beyond the screen: this dive-ready companion is engineered with eco-responsibility at its core. Its housing, bezel, and buttons are made from 100% recycled ocean-bound plastics—a design decision that underscores Garmin's commitment to protecting the environments its users love to explore.

Built tough with a sapphire lens and 100-meter dive rating, the Descent G2 is available in minimalist black or in soft, stylish hues like paloma and shell pink. Thanks to Garmin's QuickFit™ band system, you can customize your look on the fly—whether you're suiting up for a deep-sea dive or a beachside dinner.



The Descent G2 isn't just a dive log—it's a smart dive planner. Its dive readiness feature analyzes your body's preparedness based on sleep quality, stress, recovery, and even jet lag, so you'll know whether it's a good day to dive deep or to ease up. Think of it as your own dive concierge, always looking out for your safety and performance.

From recreational divers to elite freedivers and technical experts, the Descent G2 is equipped for all levels. Multiple dive modes support everything from nitrox and trimix to closed-circuit rebreather systems. A built-in 3-axis compass and Big Numbers mode make in-dive navigation intuitive and stress-free.

Freedivers, in particular, will appreciate performance-driven features like dynamic apnea tracking, haptic alerts, and a variometer that audibly cues your ascent or descent speed—letting you focus on form instead of your wrist.

Unlike traditional dive computers that live in your gear bag between dives, the Descent G2 is built for daily wear and wellness. With Garmin's full suite of health tracking, including 24/7 heart rate, advanced sleep insights, Pulse Ox, and hydration tracking, it rivals any high-end smartwatch in holistic body awareness.

Fitness junkies will find tailored support, too, with dozens of preloaded sports modes, Garmin Coach plans, and adaptive workout suggestions. And when connected to a compatible smartphone, the Descent G2 keeps you in the loop with smart notifications, safety tracking, and customizable apps via Garmin Connect IQ™.

Whether you're carving through coral canyons or training for your next open-water swim, the Garmin Descent G2 brings together innovation, sustainability, and everyday functionality in one compelling package. With a 10-day battery life in smartwatch mode and a design that balances ruggedness with refined aesthetics, it's a must-have for the tech-savvy adventurer.

The Garmin Descent G2 is available now via Garmin PH, Kinetic, Lazada, and Shopee.





HONOR Magic7 Pro

Smartphone

PHP59,999

THE HONOR MAGIC7 PRO reimagines the very concept of mobile intelligence, combining cloud and on-device AI with top-tier hardware for a future-ready user experience.



At its core is MagicOS 9.0, HONOR's most advanced AI interface to date. From Magic Portal's intuitive image and text recognition to AI Translation in 13 languages and real-time AI Summary features in HONOR Notes, productivity is effortlessly woven into everyday tasks. Add on-device Deepfake Detection—an industry-first—and you've got a smartphone built with both convenience and security in mind.

Designed for creators and photography enthusiasts, the AI Falcon Camera System brings together a 50MP main lens, 50M

ultra-wide, and a jaw-dropping 200MP telephoto lens. Backed by the HONOR IMAGE ENGINE, the Magic7 Pro leverages hybrid cloud-device AI to deliver cinematic portraits, sharp motion capture, and true-to-life zoom that ranges from 30x to an astounding 100x.

The HONOR Magic7 Pro also shines as a high-performance gaming and multimedia device. Powered by the Snapdragon 8 Elite Platform and AI Real-Time Rendering, it delivers PC-grade graphics and smooth, responsive gameplay. HONOR's first AI Predictive Scheduling Engine enhances frame rate stability, while the custom 4-in-1 E2 Power Management Chip optimizes battery performance for all-day endurance—even under demanding conditions.

The phone's 6.8-inch display is a masterclass in comfort and clarity.

Featuring the Natural Light AI Eye Comfort Display with 4320Hz PWM Dimming, low blue light hardware, and circular polarized light simulation, it's designed to reduce eye strain without sacrificing vibrancy or brightness. All of this is protected by the HONOR NanoCrystal Shield, which is 10x more drop-resistant than conventional glass and IP-rated for water and dust resistance.

Rounding out its flagship credentials are 100W Wired and 80W Wireless SuperCharge capabilities, delivering a full charge in just over 30 minutes. Whether you're shooting 4K videos, editing in real time, livestreaming, or gaming on the go, the HONOR Magic7 Pro is engineered to keep up.

It comes in Lunar Shadow Grey and Black.



nubia Neo 3 Series

Smartphone

PHP7,999 – Neo 3 4G

PHP9,999 – Neo 3 5G

PHP12,999 – Neo 3 GT

IN MOBILE GAMING, success hinges not just on skill but on the hardware behind the hands. Enter the nubia Neo 3 Series, a bold new smartphone lineup built for the competitive edge. With its sleek cyber-mecha aesthetic and RGB lighting accents, it's clear from first glance—this is no ordinary device.

nubia Philippines introduces three models under the Neo 3 banner: the Neo 3 4G, Neo 3 5G, and the powerhouse Neo 3 GT. Each is

designed to deliver immersive, high-speed gameplay, starting with expansive 6.8-inch FHD+ displays with 120Hz refresh rates. The Neo 3 GT raises the bar further with an OLED screen, 1300nits peak brightness, and blazing 80W fast charging.

For serious players, the GT model delivers console-style precision through dual gaming shoulder triggers and intelligent enhancements powered by the NeoTurbo AI Engine. Frame rate stabilization and a dynamic AI

Game Space 3.0 keep performance fluid and distraction-free, while intelligent automation boosts in-game efficiency. The experience is rounded out by a 50MP AI triple camera, DTS:X Ultra stereo speakers, and a build that feels as premium as it performs.

With the Neo 3 Series, nubia delivers a device that doesn't just keep up—it pushes you to play harder, faster, and smarter. Victory has a new name—and it fits in your pocket.





realme C75x

Smartphone **PHP7,999**

THE REALME C75X is a sleek and durable device that's designed to do it all—from poolside content creation to power-hungry multitasking. It is the newest addition to the brand's "Waterproof, Worry-Proof" line.

Built for users who live fast and stay connected, the realme C75x features 8GB of RAM—expandable up to 24GB via Dynamic RAM Expansion—ensuring fluid performance across apps, gaming, and video editing. Storage-wise, 128GB of internal memory means you won't have to constantly delete files to make space for new memories.

Where the C75x truly shines is in its IP69, IP68, and IP66 certifications, a rare feat even for midrange phones. Whether you're out in a rainstorm, hit by high-pressure water, or accidentally drop your phone in the pool, the realme C75x stays safe and functional—making it one of the most resilient smartphones in its class.

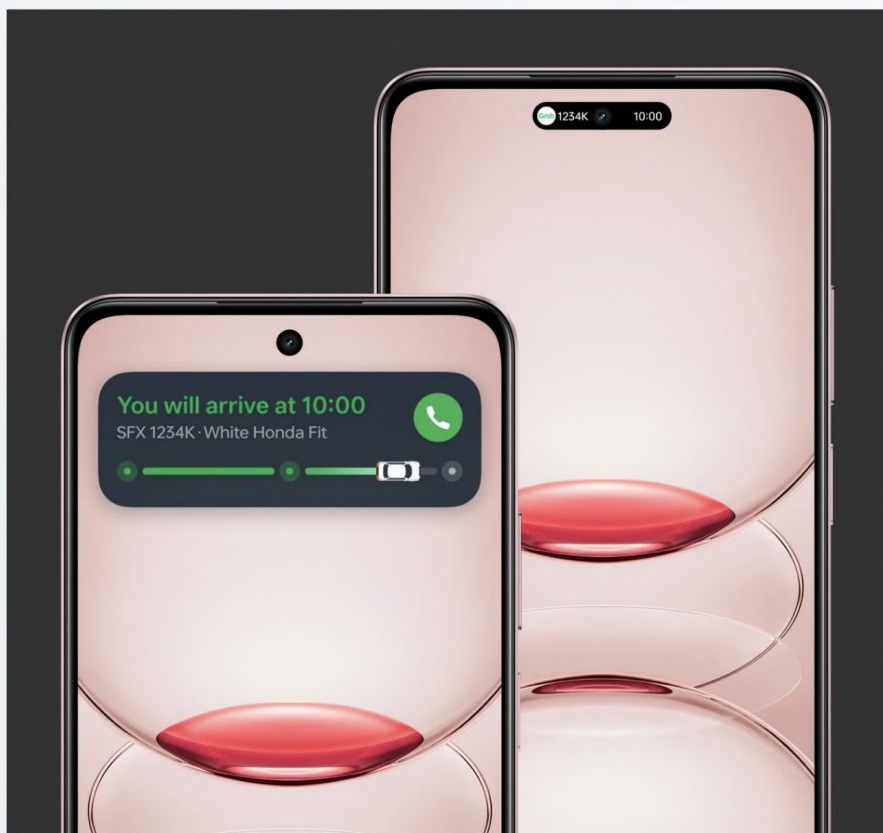
Complementing this rugged design is a standout feature: a 50MP Underwater Camera that unlocks a new creative tool for content lovers. Summer beach trips, pool parties, or even spontaneous rain

shoots become full-on production moments—with rich colors, sharp details, and no waterproof case required.

The C75x is also built for longevity and performance. Its 5600mAh battery and 45W SUPERVOOC fast charging keep you powered up all day—offering up to 12 hours of video playback and nearly 8 hours

of mobile gaming. Impressively, the battery is designed to retain 80% health even after years of use, a feature rarely seen in its price range.

The realme C75x comes in two fashion-forward colorways: Coral Pink and Oceanic Blue, both delivering a soft matte finish that's modern, minimalist, and photo-ready.







vivo V50 Lite

Smartphone

PHP13,999

VIVO IS STEPPING up the mid-range smartphone game with the debut of the vivo V50 Lite, a sleek, camera-centric device that offers flagship-inspired features. It's more than just a budget-friendly smartphone—it's a statement of durability, design, and digital savvy.

At the heart of its appeal is the 50MP Sony IMX882 main camera, capable of capturing vibrant detail in every shot—from golden hour portraits to low-light party scenes. Backed by Aura Light, users can enjoy soft, studio-like illumination that flatters skin tones and reduces harsh shadows. And for those who love to fine-tune their shots, AI Image Studio offers smart tools like *AI Erase 2.0* and *AI Photo Enhance* for one-tap edits that impress.

But this phone isn't just about the aesthetics—it's built to last. With a 6500mAh BlueVolt battery promising all-day use, a robust 5-year battery health guarantee, and 90W FlashCharge that delivers 50% battery in just 20 minutes, the V50 Lite is ideal for people on the move. It's also certified for real-world

resilience, boasting SGS Five-Star Drop Resistance, Comprehensive Cushioning Structure, and IP65/IP69 ratings for dust and water protection.

On the inside, the MediaTek Dimensity 6300 chip delivers smooth, responsive performance for gaming, multitasking, and streaming. Dual stereo speakers provide immersive audio—turning mobile viewing into a cinematic experience. The ultra-narrow bezels and 94.2% screen-to-body ratio make it perfect for binge-watchers and mobile gamers alike.

AI-powered features further elevate its everyday usability. From real-time translation and screen search with *AI Global Translate* and *AI Circle to Search*, to smart link sharing and live text recognition, the vivo V50 Lite keeps you effortlessly connected and productive.

Available in Titanium Gold, Fantasy Purple, and Phantom Black, the V50 Lite is as fashionable as it is functional. Blending performance, style, and innovation, the vivo V50 Lite is proof that premium doesn't have to come at a premium price.

vivo V50 5G

The go-to camera phone for the 'content creation' generation?

Words by Aljhelyn Piador

Even the most oddly shaped snack nowadays deserves a spot on our Instagram feeds. If we're going to be snapping and sharing everything from latte art to late-night cravings, a solid photography phone is practically a necessity. Enter the vivo V50 5G, a sleek powerhouse loaded with ZEISS optics, smart AI features, and ultra-strong connectivity tech. Designed with creators in mind, this phone makes a bold pitch to be the content creation companion for 2025.



REDEFINING MOBILE PHOTOGRAPHY

For the discerning eye that demands photographic excellence, the vivo V50 5G isn't just a smartphone with a camera, it's a meticulously engineered imaging system designed to empower your creative vision. At its heart lies the **ZEISS All Main Camera System**, a groundbreaking trio of high-resolution **50MP** sensors dedicated to the main, ultra-wide, and front cameras. This unified approach ensures consistent image quality and color science across all your perspectives, a hallmark of professional photography.

But the true magic unfolds with **ZEISS Multi-Focal Portrait Photography**. Forget the limitations of fixed lenses; the V50 5G offers the artistic versatility of three distinct prime lenses in one device:

The versatile 23mm: Wide, but not too wild. Perfect for environmental portraits that tell a full story. Your subject and their world, all in one frame. Great for dynamic group shots and setting the scene without stepping miles back.

The classic 35mm: The everyday hero of street photography. It gives you that natural, just-right perspective. Ideal for capturing candid moments and portraits with personality and a real sense of place.

The cozy 50mm: A little closer, a little dreamier. This one brings beautiful background blur and a hint of drama. Perfect for portraits that feel personal, with just the right amount of softness and focus where it counts.

This goes beyond simple zooming; it's about crafting visual narratives with intention. The V50 5G empowers you to choose the perfect focal length to evoke specific moods and emphasize key elements within your frame, transforming everyday snapshots into compelling works of art.

Beyond the exceptional optics, the V50 5G is equipped with intelligent computational photography. **AI 3D Studio Light 2.0** goes beyond simple filters, simulating professional studio lighting setups in real-time. This advanced system analyzes the scene and dynamically sculpts your subject's features with soft, flattering light and nuanced shadows. The ability to fine-tune the lighting angle and intensity even after you've taken the shot offers unparalleled creative control, allowing you to



perfect your portraits with the precision of a seasoned photographer.

The commitment to exceptional image quality extends to challenging conditions. Even in low light, the large 50MP sensors and optimized algorithms work in tandem to capture stunningly detailed images with minimal noise. Whether you're capturing the hues of a twilight cityscape or the subtle expressions in a dimly lit cafe, the V50 5G is engineered to deliver impressive clarity and color accuracy.

Furthermore, the inclusion of a high-resolution 50MP ultra-wide lens opens up a world of creative possibilities, allowing you to capture expansive landscapes, dramatic perspectives, and unique compositions with exceptional detail and clarity. The front-facing 50MP ultra-wide camera ensures that your selfies and vlogs are captured with the same level of detail and quality as the rear cameras, making it a true tool for the self-expression of the "always-online generation."

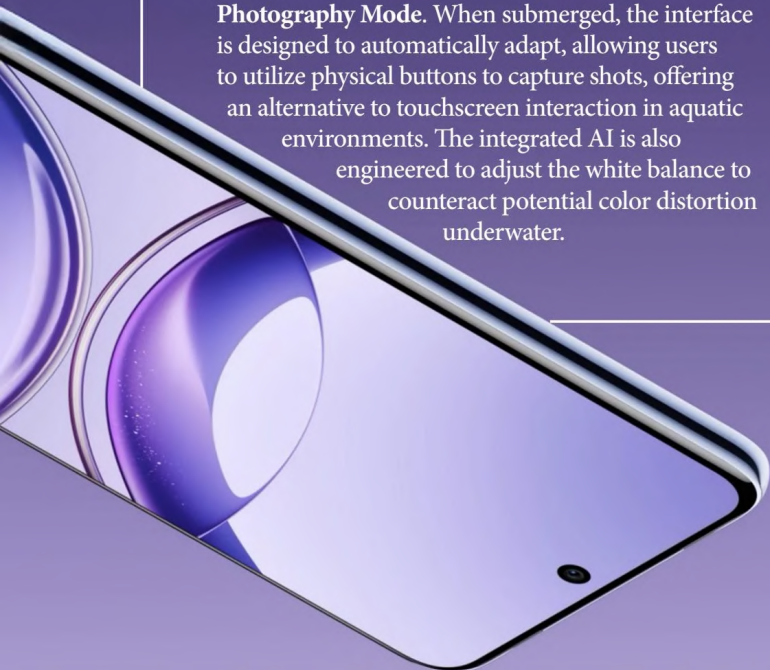
POWERFUL BOTH INSIDE AND OUT

The vivo V50 5G doesn't just look premium, it's built for extremes. With **IP68 and IP69** ratings, this device is both dust-tight and protected against water jets and submersion. Whether you're caught in a sudden downpour or filming B-roll by the beach, this phone is ready.

Furthermore, the V50 5G incorporates an **Underwater Photography Mode**. When submerged, the interface is designed to automatically adapt, allowing users to utilize physical buttons to capture shots, offering an alternative to touchscreen interaction in aquatic environments. The integrated AI is also engineered to adjust the white balance to counteract potential color distortion underwater.

Stay connected wherever you are. The V50 5G features **360° Omnidirectional Antenna 2.0 and Signal Bridge Technology**, which intelligently manage network switching and maintain a strong signal across 5G and Wi-Fi. This technology is designed to provide reliable upload speeds even in challenging network conditions, a crucial advantage for creators who depend on stable connections for real-time uploads.

The V50 is responsive and intuitive, thanks to the powerful yet efficient Qualcomm Snapdragon 7 Gen 3. Social media apps launch quickly, video editing is fluid, and multitasking feels effortless with the extended RAM support.



DESIGN THAT PUSHES THE LIMIT

You don't need to be a tech nerd to appreciate the aesthetics here. The **Equal-Depth Quad Curved Display** wraps around the edges just enough to feel immersive without being too slippery. It's ergonomic, symmetrical, and ideal for viewing cinematic content.

Flip it over, and you'll find the **Gemini Ring Camera Design**, a bold circular module with a glowing halo. It's futuristic but clean. A nod to both form and function. In our **Mist Purple** unit, the rear finish had a soft, almost cloud-like gradient that

diffused light beautifully. It's the kind of phone people notice when you pull it out of your pocket. It's got that soft, aesthetic Gen Z vibe that's effortlessly stylish.

Despite the massive 6000mAh BlueVolt battery, the device remains lightweight and slim. At just **7.58mm thick**, it avoids the bulkiness of other long-battery smartphones. And with **90W FlashCharge**, you can go from 0 to 50% in just 18 minutes. That's less time than it takes to find a good filter.



The vivo V50 5G arrives not just as a new phone but as a dedicated instrument for the modern creator and creator *wannabes*. It understands that your vision demands more than just megapixels. That's why it's built around a revolutionary ZEISS Multifocal Portrait system, offering a palette of perspectives previously confined to professional lenses. Coupled with a durability that shrugs off the elements, charging speeds that respect your time, and connectivity you can depend on, the V50 5G is engineered to be a seamless extension of your creative flow. It's a phone that empowers you to capture with intention, connect without interruption, and create without compromise. Beyond its impressive power, the V50 5G stands as a steadfast partner, a reliable foundation upon which you can confidently build and share your stories.

So, could this be *the* go-to camera phone for the content creator generation? We're convinced it is.

Get the vivo V50 now for as low PHP26,999 in vivo physical stores nationwide or online via vivo e-store, Shopee, and Lazada.

vivo V50 5G SPECIFICATIONS:

Display: 6.77" AMOLED, 120Hz, 4500 nits peak brightness

Processor: Qualcomm Snapdragon 7 Gen 3 (4nm)

RAM & Storage: 12GB + 8GB extended RAM, 256GB/512GB storage

Cameras: Rear - 50MP Main (OIS) + 50MP Ultra-Wide | Front - 50MP Ultra-Wide

Battery: 6000mAh with 90W fast charging

Durability: IP68/IP69 certified for dust and water resistance

Connectivity: 5G, NFC, 360° Antenna, Signal Bridge

Software: Funtouch OS 15 based on Android 15

Security: In-display fingerprint sensor

REVIEWED BY GABRIEL JOHN PE

POCO F7 PRO

SMARTPHONE



I've always been a fan of the “flagship killer” category—smartphones that bring top-tier features to more accessible price points. They've carved a niche in the market, offering performance and design that rival high-end flagships, often at half the cost. In recent years, POCO has emerged as a dominant player in this segment with its F-series, and the new POCO F7 Pro continues this legacy. Despite a few expected compromises, it manages to impress across the board.



DESIGN



The POCO F7 Pro sits just below the more premium F7 Ultra in the lineup. While that might disappoint some, the differences are minimal—primarily the processor, the lack of a dedicated telephoto lens, and the absence of wireless charging.

Our review unit came in Black, one of three available colors, alongside Blue and Silver. The device boasts Corning Gorilla

Glass 7i protection on the front, with a matching glass back.

Up front, you're greeted with a vibrant 6.67-inch AMOLED display, featuring a buttery-smooth 120Hz refresh rate and a crisp 2K resolution. With a peak brightness of 3,200nits, the screen is a stunner—perfect for binge-watching or gaming on the go.

The F7 Pro's design is boxy, which isn't my personal favorite, but its slim profile makes it comfortable to hold, even for

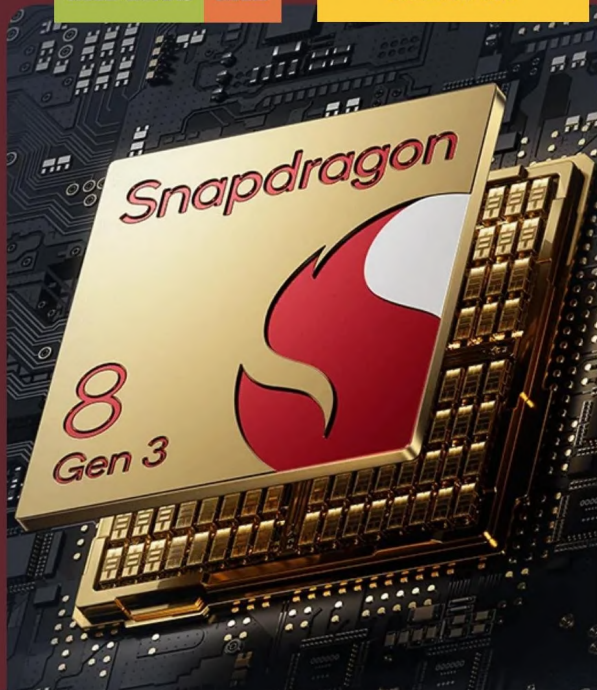
users with smaller hands. The power and volume buttons are positioned on the right side, with the speaker, SIM tray, and USB-C port located on the bottom.

HARDWARE



Under the hood, the F7 Pro is powered by last year's flagship chip, the Qualcomm Snapdragon 8 Gen 3—a solid choice that still delivers exceptional performance. This is the main difference between it and the F7 Ultra, which





sports the latest Snapdragon 8 Gen 3 Elite Edition.

That said, the F7 Pro is no slouch. It crushed benchmark numbers:

- **AnTuTu:** 1,599,587
- **Geekbench:** 2,036 (single-core), 5,985 (multi-core)
- **3DMark Wild Life Extreme:** 4,194
- **3DMark Steel Nomad:** 1,401

These numbers confirm the F7 Pro's flagship-level performance. Where it really shines is gaming—thanks to Xiaomi's WildBoost Game Optimization, it handled *Genshin Impact* at over 40fps

without breaking a sweat. *Honor of Kings*, *League of Legends: Wild Rift*, and *Call of Duty: Mobile* also ran smoothly, all while maintaining excellent thermal control.

The compromise comes in the camera department. The F7 Pro lacks the telephoto lens of its pricier sibling, but it retains the 50MP Light Fusion 800 main sensor. It takes solid photos for its price class. While it won't dethrone flagship cameras, it's a definite step up from previous POCO offerings.

Video recording goes up to 8K at 24fps and 4K at 60fps. Daylight footage looks great, but low-light conditions do affect

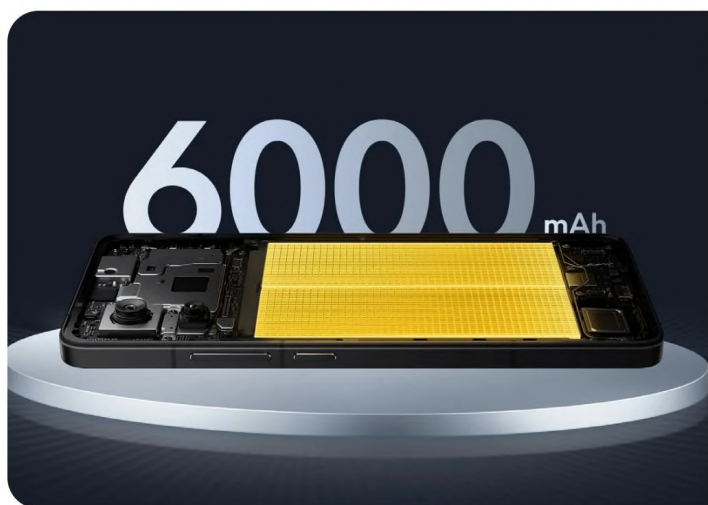
quality. Electronic stabilization is on board and generally gets the job done.

USER EXPERIENCE



One of the most impressive aspects of the POCO F7 Pro is its battery life. The massive 6,000mAh battery easily lasts a full day of heavy use—or even two with lighter workloads. Fast charging is equally impressive, topping up from 20% to full in just over 30 minutes using 90W HyperCharge.

The phone also benefits from POCO's suite of AI features, including live



transcription, AI image enhancement, AI Interpreter, and AI writing tools. Google's Gemini is pre-installed, offering even more smart functionality.

Software support is promising. POCO commits to four major Android updates and six years of security patches, taking the phone's lifecycle up to 2031—comparable to many true flagships.

One gripe: bloatware. The phone comes preloaded with several unnecessary apps. The good news? They're easy to uninstall.

If I could wish for a few extras, it would be wireless charging and at least a basic telephoto lens. But even without them, the F7 Pro is an excellent all-rounder.

VALUE



Throughout my testing, I kept trying to find fault—and came up short. In the “flagship killer” category, compromises are expected. But the POCO F7 Pro proves that not all corners have to be cut.

Performance, display, battery, and even build quality all shine.

Priced at PHP27,999 for the 12GB + 256GB version and PHP29,999 for the 12GB + 512GB variant, it's already a compelling deal. And during sales, prices dip even lower, making it an outright steal at around PHP24,000.

BOTTOMLINE

The POCO F7 Pro redefines what a flagship killer can be. It offers flagship-grade performance, premium design, and a long-lasting battery—without the flagship price tag. While it skips a few luxury features, the trade-offs are barely noticeable in daily use.

SPECIFICATIONS

- Display:** 6.67-inch 2K AMOLED, 120Hz, up to 3,200 nits peak brightness
- Processor:** Qualcomm Snapdragon 8 Gen 3
- RAM:** 12GB
- Storage:** 256GB / 512GB UFS 4.1
- Connectivity:** Dual SIM, 5G, Wi-Fi 7, Bluetooth 5.4
- OS:** HyperOS 2 (on top of Android 15)
- Camera:** 50MP main (Light Fusion 800), 8MP ultra-wide, 20MP front
- Battery:** 6,000mAh with 90W fast charging
- Dimensions:** 160.2 x 74.95 x 8.12mm
- Weight:** 206g

WHAT'S HOT

- ▶ Stellar performance
- ▶ Excellent battery life
- ▶ Gorgeous AMOLED display
- ▶ Outstanding value

WHAT'S NOT

- ▶ Pre-installed bloatware



POCO F7 Pro

24mm | f/1.6 | 1/1400s | ISO50
26/03/2025 1°17'7"N 103°51'14"E



POCO F7 Pro

24mm | f/1.6 | 1/10s | ISO1600
27/03/2025 1°17'0"N 103°51'11"E

REVIEWED BY PHIA MANUELL LAYOSO

REALME 14 PRO+ 5G

SMARTPHONE



Every year, smartphone makers claim their latest flagship will deliver sharper cameras, faster performance, and smarter features. The **realme 14 Pro+ 5G** is no different—on paper, it offers all three in spades. But how does it perform in real-world use? From its AI-powered imaging tools to its sleek, minimalist design, I put this device to the test across everyday tasks, content creation, and value for money. Here's how it fared.



DESIGN



I had the Suede Grey variant in hand, and my first impression was that it looks—and feels—far more premium than its price point suggests. The matte finish has a silky smooth texture that adds a layer of sophistication while helping to resist fingerprints and smudges.

Ergonomically, the phone strikes a great balance. It features curved sides that make it comfortable to hold, even with its large display. Despite the expansive screen, the realme 14 Pro+ 5G doesn't feel bulky or unwieldy. The circular camera module at the back is slightly raised, but it's a small price to pay for what turns out to be a powerful imaging system.

HARDWARE



The realme 14 Pro+ 5G is no slouch in the performance department. Whether you're browsing, gaming, or switching between

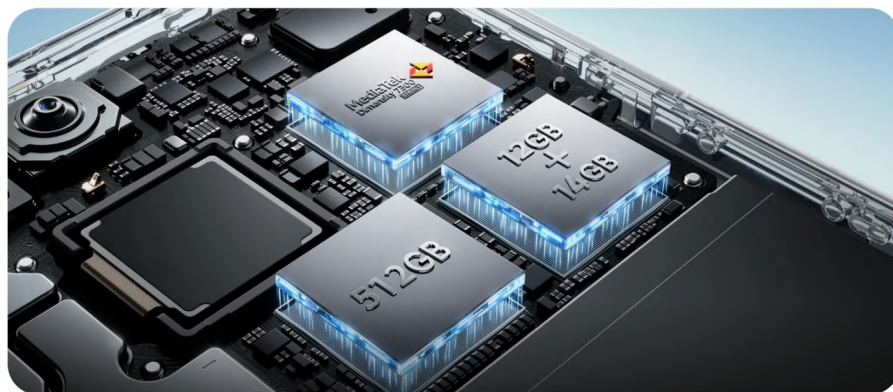
multiple apps, the device stays snappy and responsive.

Its 6.7-inch AMOLED Curved Vision Display is bright and punchy, with a 120Hz refresh rate that ensures silky-smooth scrolling and fluid animation transitions. Colors are rich and blacks are deep, making it a fantastic screen for binge-watching your favorite shows or editing photos on the fly.

Battery life is solid. With moderate use—messaging, social media, music

streaming, and casual gaming—the phone easily lasts a full day. And when you do need to recharge, the 45W SUPERVOOC fast charging gets the battery back up to speed quickly. It's not the fastest on the market, but it's fast enough that battery anxiety won't be an issue.

A subtle yet welcome touch is the in-display fingerprint scanner, which works quickly and reliably. It adds to the phone's clean look and contributes to a more modern, premium feel.





USER EXPERIENCE



This is where the realme 14 Pro+ 5G begins to distinguish itself. As someone who enjoys mobile photography, I found the camera system and AI enhancements to be impressive. The dual 50MP Sony IMX882 OIS cameras offer crisp, detailed images with excellent dynamic range.

The AI Eraser is a standout feature—it smartly removes unwanted objects from your photos with minimal fuss. Meanwhile, AI Ultra Clarity 2.0 adds that extra punch to your shots, sharpening and enhancing details without making images look artificial. Low-light performance is strong, with night mode delivering surprisingly vivid and noise-free results.

realme UI is easy to navigate, and the phone's generous 12GB RAM and capable Snapdragon 7s Gen 3 chipset make multitasking seamless. The dual speakers offer respectable audio quality, and gaming is fluid with very little lag, even during intensive sessions.



VALUE



Priced at PHP27,899, this phone is a good mix of premium features, but a bit pricey. There are a number of smartphones with the same specs available at a lower price.

However, if you're a photography and AI feature fan, you might not mind the

slight price difference. The overall vibe is high-end, and the AI-powered camera features make it an attractive choice for smartphone photography enthusiasts.

BOTTOMLINE

If you enjoy photography and need a phone that will improve your shots effortlessly, the [realme 14 Pro+ 5G](#) is

definitely worth considering. It's quick, it's sleek, and it comes loaded with AI-enabled photography tools that set it apart. It delivers an upper-tier experience that many will consider worth the price.

SPECIFICATIONS

Processor: Snapdragon® 7s Gen 3 Mobile Platform

Display: 6.7-inch AMOLED, 120Hz Curved Vision Display

Rear Camera: 50MP Sony IMX882 OIS main camera

Battery: 5000mAh with 45W SUPERVOOC Fast Charging

AI Features: AI Eraser, AI Ultra Clarity 2.0

Durability: IP66/IP68/IP69-rated for dust, water, and drop resistance

Memory & Storage: 12GB RAM + 256GB internal storage

Audio: Dual speakers with dual-mic noise cancellation

Connectivity: Dual 5G (SA/NSA), Wi-Fi 6

Build: 16.28 × 7.49 × 0.76 cm; approx. 179g

WHAT'S HOT

- ▶ Stunning AMOLED display
- ▶ Fast charging and long battery life
- ▶ Snapdragon 7s Gen 3 5G Chipset
- ▶ IP69 Water Resistance, Drop Resistance
- ▶ Smooth performance and premium design

WHAT'S NOT

- ▶ Pricey
- ▶ Bloatware



WORDS BY **GIAN DEREK BAMBICO** PHOTOS BY **HAPPY ALINSANGAN**

SUBARU EVOLTIS

Over Holy Week, we had the chance to test the largest vehicle in Subaru's lineup—the Evoltis—and came away impressed by its ability to move seven people in both comfort and style. Positioned as a mid-size crossover, the Evoltis dominates its segment with a commanding presence, yet it's packed with Subaru's signature creature comforts and driving dynamics. This leaves you wondering: Is this SUV designed to thrill the driver or indulge the passengers?



DESIGN



Despite its spacious interior, the Evoltis maintains a surprisingly sleek exterior profile—only slightly larger than the Forester but far more imposing when parked side by side. Black plastic cladding around the wheel wells and standard roof rails hint at off-road capability, while the 20-inch alloy wheels add a touch of sophistication perfect for urban errands or weekend getaways.

EQUIPMENT



The Evoltis comes loaded with tech, starting with Subaru's EyeSight Driver Assist, which acts like a vigilant co-pilot. Features like lane-keep assist, adaptive cruise control, and blind-spot monitoring ensure confidence on busy highways—though in heavy traffic, the lane assist felt more like a gimmick than a necessity.

The 11.6-inch touchscreen (with Apple CarPlay and Android Auto) paired with a Harman/Kardon sound system kept entertainment seamless, while three-zone climate control and a panoramic moonroof elevated passenger comfort. But the real stars are the second-row captain's chairs—perfect for VIP treatment on long drives.

Safety isn't overlooked, with multiple airbags, auto emergency braking, and ISOFIX anchors ensuring peace of mind.



“Despite its spacious interior, the Evoltis maintains a surprisingly sleek exterior profile—only slightly larger than the Forester but far more imposing when parked side by side.”

USER EXPERIENCE



On the road, the Evoltis excels in refinement. Noise insulation is superb—tire and engine sounds are nearly absent unless you push the 2.4L boxer engine, which delivers a satisfying growl when overtaking. While acceleration has a slight lag, the Evoltis feels surprisingly agile for its size, with torque that makes highway cruising effortless.

Fuel economy is a trade-off: mid-single digits in the city, improving to 9km/L on the expressway. Still, for a vehicle this large, it's a reasonable compromise.

My wife's verdict? The second-row AC controls and reclining seats made her feel like royalty—proof that the Evoltis prioritizes passenger luxury as much as driver engagement.



VALUE



Priced at PHP3.78 million, the Evoltis sits at the premium end of its segment. While rivals offer similar tech, Subaru's signature driving dynamics and those captain's chairs set it apart. This isn't an SUV for bargain hunters—it's for Subaru loyalists and buyers who want a versatile family hauler that doubles as a weekend adventurer.

BOTTOM LINE

As crossovers rise in popularity, the Evoltis stands out with its 7-seat practicality, plush interiors, and spirited performance. While its price may give pause, it's a compelling upgrade for Subaru fans—combining the brand's trademark handling with space for the whole family (and their luggage). If you crave comfort without sacrificing driving pleasure, the Evoltis deserves a spot on your test-drive list.





MOBILITY

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Edited by Maribelle Alba

MIAS 2025

DRIVEN BY CONNECTION

In keeping with the country's vibrant fiestas and colorful celebrations, we look back at a grand spectacle that revved up the summer season. Celebrating its 20th year, the 2025 Manila International Auto Show (MIAS) shifted into high gear with a dynamic showcase of the latest in automotive innovation. Held from April 10–13 at the World Trade Center in Pasay City, this milestone edition brought together 24 passenger car brands, over 90 exhibitors, and more than 200 vehicles—from fully electric SUVs and plug-in hybrids to performance sedans and connected cars.

Just like the lively festivals that bring our communities together, MIAS 2025 was a celebration of connection—between people, technology, and the future of mobility. Designed for a new generation of tech-savvy, eco-conscious drivers, the show offered an immersive experience into the evolution of intelligent transportation. From sleek dashboards packed with smart features to all-electric rides built for urban living, it was a thrilling test drive into tomorrow.

AITO: Adding Intelligence to Auto

MAKING its Philippine debut at MIAS 2025, the AITO M9 is a powerful testament to how far electric vehicles have come. A product of SERES and Huawei's intelligent mobility alliance, AITO—short for “Adding Intelligence to Auto”—introduces a new breed of SUV that fuses high-performance engineering with futuristic tech and a luxurious passenger experience.

AITO M9: Intelligent Luxury, Redefined

Blending cutting-edge technology with refined design, the AITO M9 redefines the luxury SUV experience. With a sleek aerodynamic profile, a dual-motor AWD system delivering 365kW of power, and a total range of over 1,200km thanks to its intelligent range extender, the M9 offers top-tier performance without compromise.

Inside, it pampers with Zero Gravity seats, adaptive comfort features, and 25 immersive speakers, all wrapped in a cabin crafted with genuine leather, crystal accents, and white ash wood. Safety is equally prioritized, with 20 active safety systems and a record-breaking 93.9% C-NCAP score. The AITO M9 invites Filipinos to experience the future of intelligent, electric luxury.







BAIC: Rugged Power Meets Electrified Innovation

BAIC PHILIPPINES, under United Asia Automotive Group Inc. (UAAGI), continues its bold expansion with a dynamic lineup of SUVs that blend serious off-road capabilities with cutting-edge electrification. Known for its specialty in 4x4s and trail-ready vehicles, BAIC is capturing the imagination of Filipino adventure-seekers and tech-savvy drivers alike.

BAIC B40 Pro TrailMaster: Built for Hardcore Adventures

The B40 Pro TrailMaster is BAIC's latest diesel-powered off-roader engineered for rugged terrains. Armed with a 2.0L Aucan turbo-diesel engine and a BorgWarner part-time 4WD system, this SUV is made for those who crave serious outdoor adventures. Its 11 driving modes—including Rock, Wading,

Ice, and Snow—provide versatility across all terrains.

Notable off-road enhancements include front and rear locking differentials, a Wading Induction System, Crawl Control, and Off-Road Turn Assist. The cabin is packed with comfort and tech: a 5-screen intuitive interface, power-adjustable microfiber leather seats with heating/cooling/memory, and



BAIC's Big Assist+ ADAS suite. With a 220mm ground clearance, 17-inch all-terrain tires, and sleek design features like LED DRLs and frameless windows, the TrailMaster delivers both function and flair.

BAIC B60e Beaumont rEV: A Full-Size Electrified Flagship

Setting a new benchmark in luxury and electrification, the B60e Beaumont rEV is BAIC's first full-size electrified SUV. This 7-seater boasts dual electric motors with a total output of 540hp and 655Nm of torque, plus a remarkable driving range of up to 1,200km. Its intelligent full-time 4WD system ensures optimal control across 9 drive modes, aided by ADAS tech and a 540-degree panoramic camera.

Safety is paramount, with an IP68-rated battery, reinforced frame structure, and Intelligent Range Extension System. The plush interior includes a 6-screen display

interface, first-class seats with massage and memory functions, and a 12+1 Infinity speaker system with noise cancellation—making this SUV a sanctuary on wheels.



BYD: Build Your Dreams

BYD CARS PHILIPPINES, under ACMobility, continues to lead the electric mobility movement with the introduction of its latest innovation—the BYD eMAX 7, a full-electric MPV designed to meet the evolving needs of the modern Filipino family. Combining sustainability, space, safety, and smart technology, the eMAX 7 ushers in a new era of practical and premium electric transport in the Philippines.





BYD eMAX 7: Electrifying Family Mobility

Showcasing BYD's Dragon Face 3.0 design, the eMAX 7 features crystal floating LED headlights and 17-inch alloy wheels for a sleek yet commanding road presence. Inside, families can choose between two configurations: a 7-seater Standard Variant or a 6-seater Superior Captain Variant with plush second-row captain's chairs. The premium cabin includes leather seats, a rotating 12.8-inch infotainment display with wireless Apple CarPlay and Android Auto, and up to 980 liters of cargo space.

Safety and innovation go hand-in-hand, with features like six airbags, a 360-degree camera, electronic stability control, and DiPilot driver assistance in the top variant. Powered by BYD's Blade Battery and 8-in-1 electric powertrain, the eMAX 7 offers up to 530km of range, fast-charging options, and a Vehicle-to-Load (V2L) function for powering devices on the go.

The eMAX 7 delivers premium performance, long-term savings, and peace of mind—making it the smart EV choice for Filipino families





Changan: Begin Your EV Journey

CHANGAN PHILIPPINES, under Inchcape, is stepping boldly into the era of electrification with the launch of its full lineup of sustainable electric vehicles. Changan combines sleek design, cutting-edge tech, and industry-leading range to meet the growing demand for eco-conscious mobility. Backed by over 160 years of global heritage and a solid reputation for innovation, Changan is offering Filipinos the keys to a smarter, greener future.

Changan Nevo Q05: Versatile, Efficient, and Feature-Packed

The Changan Nevo Q05 is a plug-in hybrid compact SUV designed for both city cruising and long drives. It features a 1.5L BlueCore Range Extender, 212hp, and 330Nm of torque, with a total range of 1,215km and 125km in full EV mode—the highest in its class.

Its interior is refined, offering two-tone leather seats, a 10.25”–12.3” infotainment display, a Pioneer



sound system, a panoramic sunroof, and multi-color ambient lighting. Safety is top-tier with features like Adaptive Cruise Control, Autonomous Emergency Braking, Lane Keep Assist, and Automatic Parking Assist.

Changan Nevo Hunter K50: The World's First Range-Extended EV Pickup

A game-changer in utility, the Hunter K50 combines muscular design and tech-forward features with serious power: 268hp and 470Nm (4x4 variant), a pure EV range of 180km, and a total range of 1,031km.

Inside, the pickup is well-appointed with leather power-adjust seats, a 12.3" infotainment screen, and wireless charging. Its V2L (Vehicle-to-Load) feature provides 3.3kW of external power output, perfect for tools or camping gear, while a 2.5-ton towing capacity ensures rugged practicality.

Changan Lumin: The Compact City EV with Surprising Space

Changan's answer to urban mobility, the Lumin is a fun, compact hatchback ideal for city dwellers. Available in two variants, it offers 190km and 301km of range depending on the battery size, with nimble performance from its 47hp motor.

Despite its compact frame, the Lumin boasts smart utility with 50:50 flat-fold rear seats, offering 580L trunk space. Safety is also solid, with ESC, ABS, dual airbags, and Hill Assist Control among its features.

Changan Nevo A05: Elegant and Intelligent Hybrid Sedan

Previewed for the first time, the Nevo A05 is a sleek plug-in hybrid sedan built with intelligence and luxury in mind. With a 1.5L range extender, 212hp, and a range of 1,250km, it combines power with eco-efficiency.

Its interior features include a 13.2-inch touchscreen, ambient lighting, leather seats, and a 10.25-inch digital display. Safety tech includes Traffic Jam Assist, Forward Collision Warning, and a Surround View Camera. It also offers three drive modes: Battery Electric, Hybrid, and Range-Extended Electric, supported by Intelligent Energy Management.





(From left) GAC Brand Ambassador Dingdong Dantes, Mr. Wang Shunsheng – Vice President of GAC International, Mr. Rafael Sainz – COO of Astara, and Mr. Luis Torres – Astara Philippines Country Manager, stand proudly beside the newly previewed GAC M8 PHEV at the 2025 Manila International Auto Show.

GAC: Go And Change

GAC MOTOR PHILIPPINES, powered by Astara, is redefining the Filipino automotive experience with a growing portfolio of stylish, efficient, and forward-looking vehicles. With a focus on intelligent mobility and sustainability, GAC is steadily becoming a standout choice for discerning drivers in the country.



GAC M8 PHEV: Premium Comfort Meets Hybrid Efficiency

The upcoming M8 PHEV is GAC's flagship plug-in hybrid MPV, crafted for families and professionals who demand spacious luxury with eco-friendly performance. Designed with bold styling, a refined cabin, and a state-of-the-art plug-in hybrid powertrain, the M8 PHEV sets a new standard for upscale mobility. It is expected to launch in the Philippines by the third quarter of 2025.

GAC GS3 Emzoom: Fun, Sporty, and Surprisingly Efficient

The GS3 Emzoom is a compact crossover that combines eye-catching design with everyday practicality. Its agile performance and tech-savvy features make it an ideal urban companion. GAC offers this model with exciting value deals, making it a top pick for younger professionals and small families.

GAC Emkoo Hybrid: The Bold and Fuel-Saving Choice

For those seeking a more futuristic and sustainable ride, the Emkoo Hybrid delivers with a striking, angular exterior and a hybrid powertrain built for fuel economy without sacrificing performance. It offers a compelling alternative in the growing hybrid crossover segment.

GAC M6 Pro: Refined Utility for the Modern Family

The M6 Pro blends functionality and refinement in a spacious MPV package. With sleek styling, thoughtful interior space, and



flexible seating, it's engineered for families and groups on the go. Its GS variant also offers excellent value, making it a standout in its class.

GAC GS8: Commanding Presence, Premium Features

The GS8 is GAC's full-size SUV that turns heads with its bold stance and delivers comfort with its upscale interior. Designed for those who want both rugged utility and premium sophistication, it offers advanced tech and power under the hood, making it ideal for long drives and executive use alike.

GAC Empow: Sporty Looks with a Punch

The Empow brings a touch of sportiness to the GAC lineup, with its dynamic styling and responsive handling. It's designed for the driver who wants a sedan that's as fun as it is functional. Value-rich pricing and sleek aesthetics make the Empow a smart choice for performance-minded buyers.



Hyundai: Innovation in Every Drive

HYUNDAI MOTOR PHILIPPINES continues its momentum in delivering cutting-edge mobility solutions, expanding its lineup with models that embody advanced design, performance, and sustainability. With a renewed focus on hybrid technology and motorsport-inspired engineering, Hyundai

is redefining what it means to innovate every day for Filipino drivers.

All-New Hyundai Elantra N Line: Sporty Performance with Everyday Practicality

The all-new Elantra N Line brings a thrilling edge to the sedan category. Equipped with a 1.6L Turbo

engine mated to a 7-speed Dual Clutch Transmission, this variant takes cues from Hyundai's high-performance N division. Drivers can expect dynamic handling thanks to features like 18" alloy wheels, sport bucket seats, paddle shifters, and bold styling led by the brand's signature Parametric Jewel Design. This is the Elantra for those





who want everyday practicality fused with spirited driving.

All-New Hyundai Elantra Hybrid Premium: Intelligent Efficiency

For drivers prioritizing efficiency and environmental responsibility, the Elantra Hybrid Premium delivers. Powered by a 1.6 HEV engine, this variant combines fuel savings with seamless hybrid technology. Inside, it offers premium tech with wireless Apple CarPlay and Android Auto, a wireless smartphone charger, and Hyundai SmartSense for top-tier safety on the road. It's a sedan that balances form, function, and eco-friendly innovation.

Hyundai Tucson Hybrid and Hyundai Santa Fe Hybrid: Expanding the Hybrid Lineup

Hyundai's push for sustainable mobility is further reflected in the inclusion of the Tucson and Santa Fe Hybrid models. These SUVs offer Filipino families advanced



hybrid powertrains with the versatility and style expected from Hyundai's well-loved nameplates. Built for long drives and city traffic alike, both models offer a greener take on everyday adventure.

Hyundai Elantra N: Track-Bred Power in a Sleek Sedan

Completing Hyundai's showcase of performance is the Elantra N, a high-performance sedan engineered for enthusiasts. With motorsport DNA coursing through its design and mechanics, the Elantra N is built to thrill, offering race-inspired performance wrapped in a refined daily driver's package.



Isuzu: Redefining Tough with Style and Innovation

ISUZU PHILIPPINES CORPORATION (IPC)

continues to evolve its legacy of durability and performance with a bold new direction in design and technology. As a brand known for dependability, Isuzu now expands its reach by enhancing the lifestyle appeal of its vehicles—without losing sight of its rugged DNA. With refreshed styling, improved tech, and award-winning performance, Isuzu is proving that toughness

can also come with comfort, efficiency, and modern flair.

2025 Isuzu mu-X: Premium Comfort Meets Everyday Capability

The 2025 Isuzu mu-X takes center stage with a confident new look and a host of premium upgrades. Its striking new grille and aerodynamic bumper integrate an “Air Curtain” system for reduced wind drag and cabin noise, enhancing both

efficiency and ride comfort. Stylish new rear combination lamps and 20-inch Dynamic Turbine Design Alloy Wheels further elevate its road presence.

Inside, the all-black leather interior, piano black trims, and blue ambient lighting create a refined cabin ambiance. Available in RZ4E and 3.0L Blue Power engine variants, the mu-X offers options for both daily city driving and long road adventures. A major highlight



is the next-gen Isuzu ADAS, now featuring a Gen4 SMART Duo Camera with a wider 120° field of view and up to 120 meters of forward detection—ensuring top-tier safety wherever the road leads.

Isuzu D-MAX: The Benchmark of Pick-Up Performance

The Isuzu D-MAX continues to impress with accolades, including

Best Engine Performance and Best Value for Money from the 2024-2025 Auto Focus Media's Choice Awards. Known for its robust engineering, fuel efficiency, and practical utility, the D-MAX remains a top choice among Filipino pick-up buyers. Whether for work or weekend getaways, it embodies the perfect balance of strength and sophistication rooted in Isuzu's truck heritage.



JETOUR: Drive Your Future

JETOUR AUTO PHILIPPINES

continues to reshape the automotive landscape with its expanding lineup of intelligent, stylish, and adventure-ready vehicles. With a focus on long-term reliability, cutting-edge hybrid technology, and consumer-first value, JETOUR is fast becoming a household name among forward-looking Filipino drivers.

JETOUR X70 Lightning i-DM: Smart, Spacious, and Electrified

The X70 Lightning i-DM is a versatile 7-seater SUV designed with intelligent dual motor (i-DM) technology, delivering both efficiency and family-friendly functionality. With a standout 20.5-inch dual display and a suite of advanced safety systems,



Mr. Miguelito Jose, Managing Director, JETOUR Auto Philippines,





the X70 Lightning i-DM offers an ideal combination of tech and practicality for modern households. It promises value for those seeking an electrified upgrade without compromising on space or comfort.

JETOUR T2 Lightning i-DM: Bold Power Meets Off-Road Grit

For those craving rugged style with electrified sophistication, the T2 Lightning i-DM brings a powerful presence to the road. Built with an off-road-ready design, it features a 15.6-inch multifunction touchscreen, panoramic sunroof, and dual-motor intelligence that suits any terrain. The T2 is available in a special Panda Edition, offering adventurous spirit and iconic styling in one exciting package.

A Growing Family of Vehicles

JETOUR Auto Philippines offers a wide range of vehicles tailored to every lifestyle:

- JETOUR X70 Series (Journey, Travel, Sport, and X70 Plus)
- JETOUR Dashing and Dashing Symphony

- Dashing Lightning i-DM (PHEV)
- JETOUR X50
- JETOUR Ice Cream EV
- JETOUR T2 and T2 Terminator (4x4 SUVs)

Each model represents JETOUR's focus on affordability, innovation, and sustainable driving solutions for Filipinos nationwide.





KIA: Movement That Inspires

KIA PHILIPPINES is charging ahead with its philosophy, showcasing a full spectrum of innovative vehicles that highlight the brand's commitment to sustainability, performance, and modern design. Here's a closer look at the standout models leading Kia's mobility revolution:



Kia EV9: All-Electric Flagship Power

The Kia EV9 is the brand's most advanced electric vehicle to date. With a remarkable range of 505



kilometers on a single charge and ultra-fast 350kW charging capabilities, the EV9 delivers on both power and efficiency. This six-seater SUV—crowned 2024 *Car of the Year*—blends futuristic design with spacious comfort, setting a bold new standard for battery-electric mobility.

Kia Carnival: Refined Versatility for Families

A long-standing favorite, the Kia Carnival continues to redefine family travel with its refined design and enhanced features. Now available



with both diesel and hybrid options, the Carnival offers flexibility for Filipino families seeking comfort, reliability, and performance. As a multi-purpose vehicle, it brings together the elegance of a premium van with the practicality of an everyday companion.

Kia Sorento Turbo Hybrid: Bold, Smart, and Sustainable

The refreshed Kia Sorento Turbo Hybrid combines powerful performance with eco-conscious engineering, offering a premium SUV experience for those who seek both adventure and sustainability. With its bold new look, hybrid technology, and smart features, the Sorento is designed for families who want to explore more—without compromising on fuel efficiency or driving pleasure.



Kia Sonet: Compact Fun and Everyday Efficiency

The Kia Sonet is the brand's current best-selling model—and for good reason. Compact yet full of personality, the Sonet is a fun-to-drive, fuel-efficient, and practical subcompact SUV. It's the perfect entry-level vehicle for young drivers or urban commuters looking for a stylish and reliable car that delivers everyday value.



MG: Made Global. Made Great.

MG PHILIPPINES launches a bold new chapter with its “Made Global. Made Great.” campaign, which highlights the brand’s fusion of British heritage, international innovation, and modern design. With two new model previews, MG reinforces its commitment to value, performance, and smart mobility for today’s Filipino drivers.



MG D90: Rugged Power Meets Premium Tech

The MG D90 4WD is a full-size SUV built for power and adventure. It boasts a 2.0L Twin Turbo diesel engine with 215hp and 500Nm of torque, mated to an 8-speed automatic transmission. Its bold exterior is matched by a premium cabin featuring dual 12.3-inch displays, power seats, 360-degree camera, and Apple CarPlay/Android Auto.

Advanced safety comes standard with MG's ADAS suite, including adaptive cruise control, emergency braking, and lane keep assist.



MG ZS Hybrid: Style and Efficiency Combined

The all-new ZS Hybrid pairs a 1.5L engine and electric motor for a total of 196PS, 250Nm of torque, and impressive fuel efficiency of up to 25km/L. Sleek new styling, LED lighting, and 18-inch wheels give it a sporty edge, while a 12.3-inch infotainment screen, 7-inch digital cluster, and sunroof add a touch of luxury. It also features the latest MG PILOT driver assist system for enhanced safety and convenience.



SUZUKI: Dynamic Performance and Fuel Economy



CELEBRATING 50 YEARS in the Philippines, Suzuki marks a new chapter in its journey with the launch of the All-New Dzire Hybrid—a compact sedan that blends premium styling, fuel-saving technology, and modern safety. Staying true to Suzuki's promise of practical, efficient, and user-friendly mobility, the brand continues to provide solutions that meet the evolving needs of Filipino motorists.



All-New Suzuki Dzire Hybrid: Practical Luxury in a Compact Package

Refreshed with a bolder exterior and refined interior, the All-New Dzire Hybrid now features Suzuki's 1.2L Z12E 3-cylinder gasoline engine paired with a hybrid system and CVT transmission. Drivers can enjoy smoother, quieter drives, enhanced fuel efficiency, and eco-friendly features like auto start-stop and electric motor assist.

Inside, the Dzire boasts a dual-tone cabin, 9-inch touchscreen display (GLX), rear AC vents, and generous space for both front and rear passengers. Standard safety features include six airbags, Electronic Stability Program (ESP), ABS with EBD, Hill Hold Control, and a rear camera with parking

sensors—contributing to its 5-Star Global NCAP rating for adult occupant safety.

Also on Display: Suzuki's Hybrid and Adventure Lineup

In addition to the Dzire, Suzuki featured fan-favorite models:

- **Suzuki Jimny 3-Door and 5-Door** – Rugged and iconic,

built for off-road fun.

- **Suzuki Ertiga Hybrid** – A family-friendly 7-seater MPV with hybrid tech.
- **Suzuki XL7 Hybrid Black Edition** – Stylish, elevated SUV design with eco-friendly performance.
- **Suzuki S-Presso** – A compact urban warrior known for its funky styling and smart practicality.





VINFAST: Go Electric Today

VINFAST, Vietnam's trailblazing electric vehicle manufacturer, has officially launched in the Philippine market with the VF 6, a fully electric B-segment SUV that delivers a compelling combination of modern design, advanced tech, and cost-efficient performance. With its introduction, VinFast reaffirms its commitment to accelerating the country's green transition through innovation, strategic partnerships, and a robust EV ecosystem.



VinFast VF 6: Smart, Stylish, and Built for the Filipino Family

Offered in Eco and Plus variants, the VF 6 is a compact electric SUV designed with family needs in mind. It features a clean, nature-inspired aesthetic from Italy's Torino Design Studio, with generous interior space comparable to larger C-segment vehicles thanks to its efficient EV architecture.

Powered by an electric motor delivering up to 150kW and 310Nm of torque, the VF 6 offers an impressive 480km range per charge (NEDC), while maintaining top-tier safety with

eight airbags and 20 ADAS features. Whether navigating city traffic or weekend road trips, the VF 6 is a compelling new option in the local EV landscape.

In collaboration with V-GREEN, VinFast also introduced a free EV charging program, valid until May 1, 2027, at V-GREEN-operated stations. With a target of 15,000 charging ports nationwide by the end of 2025, this initiative reinforces the brand's long-term vision of a sustainable transportation future. VinFast also offers a buyback program of up to 90% of the vehicle's value, giving customers peace of mind and confidence in switching to electric.





POWER-ON- WHEELS

ACMOBILITY UNVEILS
MOBILE EV CHARGING
SERVICE IN METRO MANILA



ACMobility has officially launched its mobile EV charging station (EVCS) Power-on-Wheels (POW). Through POW, ACMobility provides easier access to fast charging, especially for those without nearby charging stations. Equipped with onboard fast DC chargers, POW puts control in the hands of EV owners, allowing them to charge their vehicles with ease and flexibility — saving time by avoiding queues and charging conveniently from their home, condominium, or office location.

“As ACMobility continues rolling out fixed charging, we are committed to developing innovative solutions to address the infrastructure concerns of EV owners. Power-on-Wheels makes

adopting the EV lifestyle easier by offering a convenient, mobile charging solution that complements ACMobility’s growing network of EV charging stations. This service brings charging directly to customers where and when they need it, making EV charging more accessible for people of various lifestyles,” said Jaime Alfonso Zobel de Ayala, CEO of ACMobility. “As we continue to expand our infrastructure, we are excited to play a pivotal role in supporting the shift toward transformative transportation and making EV ownership a seamless experience for everyone.”

Power-on-Wheels is developed in partnership with Power Up Tech (P.UP), a Singapore-based mobile EVCS company operating in Singapore,

Malaysia, and other Asian countries. With its proven and reliable technology, P.UP stands as the ideal partner for ACMobility in advancing the country’s EV infrastructure.

Enhancing EV Charging Accessibility Across Metro Manila

Multiple POW units will be deployed across Metro Manila, providing convenient and sustainable charging services in areas lacking stationary infrastructure. This offers an easy and flexible solution for many condo-dwellers, homeowners, employees, and businesses in line with the Electric Vehicle Industry Development Act (EVIDA) requirements.



Designed to cater to both full Battery Electric Vehicles (BEVs) and select plug-in hybrids, all POW units are capable of supporting fast DC charging, have a capacity of up to 120 kWh and are compatible with vehicles that have a CCS2 plug.

Initially operating in select areas in Makati, Mandaluyong, and Taguig, POW units will soon be deployed to wider areas across the country.

POW services can be easily accessed and availed via the Evro app. Evro is ACMobility's eMobility Service Provider partner that unifies the charging experience across the country through a single platform.

Flexible Pricing and Charging Options Tailored to Your EV Needs

To cater to varying EV charging needs, POW also offers flexible subscription plans according to usage frequency: Light Duty, Commuter, and High Miler. These packages are tailored to different vehicle battery sizes and all comes with car care services, providing added value and convenience to users. They also allow additional top-ups called POW-ups and other additional vehicle services for a much more elevated charging experience. Through these pricing options, users can select the plan best suited to their

charging preferences and budget while experiencing hassle-free service.

The POW Subscription Plan and Visit Booking Process

The POW subscription plans can be accessed through the Evro App via the ACMobility membership link. To purchase, users simply need to:

- Go to the "Profile" and select ACMobility Membership under "Link Memberships".
- From there, users can view available POW offers and choose the subscription plan that best suits their charging needs.
- After completing the registration form, users can proceed to the payment page to finalize their transaction.

To book a visit, users must:

- Go to the ACMobility Membership Homepage and click "Book Now" under their selected POW plan.
- Enter the booking details, including their preferred location, date, and time, and their preferred add-ons.

POW bookings must be made at least three hours in advance. Upon arrival, Power Tech technicians will verify the vehicle via its plate number and check the battery level. To ensure efficient charging sessions, vehicles will be charged to a maximum of 80% and must have at

least 20% state of charge to be serviced. Once completed, job photos will be available in the ACMobility Membership Portal under "Menu > Manage My Membership."

Power Up Your Ride with the POW3000 Promo

In celebration of POW's official launch, ACMobility is offering an exclusive promo for Power-on-Wheels subscribers. The POW3000 promo grants a PHP3,000 discount applied to the first month of the chosen subscription plan. This limited-time offer is available from March 26 to June 25, 2025, redeemable through the Evro app, and valid for one-time use only. Any unused balance will not be refunded or carried over upon plan renewal.

"At ACMobility, it has always been the core of our mission to address the challenges and pain points of consumers through innovation. With the introduction of Power-on-Wheels, we are again a step closer to fulfilling this pledge and in continuing our leading move in building and improving the EV infrastructure in the country," said Carla Buencamino, head of mobility infrastructure at ACMobility. "With our growing service network and customer-focused approach, we are helping to drive the shift towards sustainable and smarter mobility for all," she continued.

Power-on-Wheels is now available for bookings. For inquiries about POW subscription plans or ACMobility Membership Plans, customers can reach out via the in-app chat support on the Evro app or contact the ACMo Helpline at (02) 7777-ACMO. Calls are toll-free for customers with plans or promos that include all-network coverage. Otherwise, standard carrier charges apply.

To learn more about how ACMobility's EV charging solutions can support your business or explore partnership opportunities, visit <https://acmobility.ph/> for more information.



YAMAHA NMAX TECH MAX

COMMANDING THE STREETS, REDEFINING EVERYDAY RIDING

In a landscape where urban mobility and premium performance often exist at opposite ends, Yamaha brings them together in perfect harmony with the all-new NMAX Tech MAX—a masterclass in innovation, control, and rider-centric design.

Following its high-profile launch at ArcoVia City, and a scenic media ride across Luzon's northern routes, the NMAX Tech MAX proves that Yamaha is not just building scooters—it's crafting a rider's experience.







A Sophisticated Step Up

At first glance, the NMAX Tech MAX asserts itself with a commanding stance—sleek yet robust, exuding the aura of a machine that's built for more than just the daily commute. Available in **Dark Magma** and **Black**, its aesthetics speak volumes of Yamaha's refined design language, but it's what lies beneath the stylish bodywork that truly sets it apart.

Engineering That Empowers

The NMAX Tech MAX is more than just a visual upgrade—it's a technological leap forward. One of its headline features is the **dual riding modes: Sport Mode**, which delivers sharper throttle response and quicker acceleration, and **Touring Mode**, designed for relaxed, efficient cruising. These modes give riders the flexibility to adapt to city traffic or long weekend getaways with ease.

Also enhancing the riding experience is the **3-level downshift control**, allowing smoother deceleration and better control when transitioning between terrains—whether it's highways, provincial roads, or mountain twisties. Even less experienced riders will find the intuitive controls and ergonomic layout approachable.

Smart and Connected

Tech-savvy riders will appreciate the **Garmin StreetCross** onboard display system, which proves especially handy in low-signal areas by providing reliable navigation without relying solely on a smartphone. All critical controls are well-positioned, with accessible switchgear that complements the scooter's thoughtful cockpit layout.

Precision on the Move

Throughout the 226-kilometer and 113-kilometer test rides held by

Yamaha Motor Philippines for media, influencers, and motovloggers, the NMAX Tech MAX showcased stellar handling and comfort. From the smooth provincial highways of Cabanatuan to the cool curves leading up to Baguio, riders consistently praised





the scooter's balance of power, stability, and sophistication.

Pride of Philippine Manufacturing

More than just a new product, the NMAX Tech MAX launch marked a

milestone in local production. The first 155 units—Philippine-manufactured—were delivered to proud owners in a ceremonial turnover, each unit bearing a special badge to signify their distinction. This event underscored Yamaha's growing commitment to innovation and manufacturing excellence in the country.

Premium Made Accessible

At an **SRP of PHP175,900**, the NMAX Tech MAX represents outstanding value for riders who demand more from their everyday ride. With performance and tech features often reserved for higher-class motorcycles, this scooter punches well above its weight.

Final Thoughts

In the NMAX Tech MAX, Yamaha has not just created a scooter—it has introduced a new way to command every ride. Whether you're a commuter

looking for more excitement, or an enthusiast in search of control and comfort, the NMAX Tech MAX is designed to elevate every journey.

Now available at YZone, Revzones, and 3S shops nationwide.





CHAMPIONING THE INSPIRING JOURNEY OF WORKING STUDENTS

Mapúa Malayan Digital College leads celebration of First National Working Students Day

Balancing academics with employment can often feel like walking a tightrope—one misstep away from falling behind. Yet, thousands of Filipino working students continue to persevere, driven by dreams of a brighter future. In recognition of their grit and determination, the Philippines marked the inaugural National Working Students Day on March 21, 2025, a celebration spearheaded by Mapúa Malayan Digital College

(MMDC)—the country's pioneering digital-first college.

This landmark initiative honors the resilience of students navigating the dual demands of work and study while also calling on the broader ecosystem—employers, educational institutions, and policymakers—to offer tangible support to this often-overlooked sector.

Advocating for Ambitious Learners

MMDC, a part of Mapúa Malayan Colleges Laguna, has long been a champion of working students through its Step Up Sa Pangarap advocacy. The movement seeks to empower individuals to elevate their careers, finances, and lives through accessible, career-focused education.

To better understand the lived experiences and support needs of working students, MMDC commissioned a nationwide survey in partnership with data forensics firm Nerve. Key findings, unveiled during the National Working Students Day media launch, revealed that 56% of respondents struggle to balance work and studies due to time constraints. Respondents identified flexible scheduling (75%) and online/hybrid learning (52%) as critical enablers, while 86% expressed a strong desire to upskill.

“Our curriculum is designed with working students in mind—equipping them with globally relevant, workforce-ready skills through modern learning strategies,” said Jenny Chua, MMDC vice president. “Our programs offer flexibility, mentorship, and practical support, allowing students to thrive despite demanding schedules.”

Smart Solutions for Smart Learners

To meet the evolving needs of its student body, MMDC has introduced two major innovations:

1. AI-Powered Learning Tools – The college has upgraded its digital platform with AI Coach and AI Dialogue, allowing students to study at their own pace with guidance and access to premium global content. Combined with a curriculum rooted in Projects, Problems, and Cases (PPC), these tools shift the focus from rote exams to real-world learning.

2. Career Leap Pad Certification Program – Offering internationally recognized microcredentials, this program caters to non-graduates, career shifters, and professionals aiming to break into high-growth industries such as virtual assistance, marketing, and technology. Delivered online and affordably-priced (starting at PHP9,000), the courses promise CV-boosting credentials in as little as three months.

“National Working Students Day is a rallying cry,” said Chua. “We want to spotlight the transformative power of education and the community support systems that can turn aspirations into reality.”

An Ecosystem of Support



MMDC’s advocacy is amplified by its growing network of partners—including Ayala Corporation, Yuchengco Group of Companies, McDonald’s Philippines, Globe, GCash, RCBC, Microsoft, and Rappler, among others. These organizations provide a range of opportunities—from scholarships and internships to employment and upskilling programs.

During the media launch, thought leaders from across sectors convened for a panel discussion titled “*Filling in the Gaps: What Organizations Are Doing to Support Working Students.*”

- Adi Hernandez, AVP at McDonald’s Philippines, emphasized their collaboration with MMDC to provide Continuing Education Scholarships and flexible job placements tailored to student needs.
- Bianca Gonzalez, TV host and education advocate, reflected on her own experience as a working student, stressing the importance of lifelong learning: “The jobs five years from now don’t even exist yet. If we stop learning, we fall behind.”
- Jean-Anne Panguie, Training Coordinator at Rappler, showcased RappLearn, an online learning platform that complements MMDC’s flexible model and enhances students’ digital fluency.

Chua reiterated, “This day highlights the strength of collective action. Together, we are building a network of opportunities that will empower the working students of today to become the leaders of tomorrow.”

DEPED X LINKEDIN: FUTURE-PROOFING EDUCATION FOR THE AI-DRIVEN ECONOMY



A transformative collaboration to close the education-employment gap, strengthen the teaching workforce, and prepare the next generation for the AI-powered economy

In a groundbreaking initiative to reshape the educational and professional landscape of the Philippines, the Department of Education (DepEd) has partnered with LinkedIn, the world's largest professional network, to upskill over 200,000 public school teachers and prepare high school graduates for success in the rapidly evolving world of work.



The strategic partnership was formalized through the signing of a Memorandum of Understanding (MOU) in Singapore, witnessed by LinkedIn CEO Ryan Roslansky, APAC managing director Feon Ang, and Philippine Secretary of Education Sonny Angara. The collaboration marks a significant step in aligning the nation's educational framework with the demands of an increasingly digital and AI-driven economy.

Bridging the Gap Between Education and Employment

Under the agreement, DepEd teachers will gain scaled access to LinkedIn Learning, a robust platform offering courses tailored to the Philippine Professional Standards for Teachers. The curated content focuses on critical areas such as creative thinking, data analytics, and digital fluency—skills that are essential as AI continues to reshape industries and redefine workforce demands.

“The Philippines faces a pressing shortage of nearly 90,000 educators, a gap further magnified by the challenges of the global pandemic,” said Secretary Sonny Angara. “This partnership enables DepEd to go beyond traditional one-off training, establishing a sustainable and data-informed professional development ecosystem for our educators.”

In parallel, LinkedIn Talent Insights (LTI) will support DepEd in crafting future-ready curricula for Grades 11 and 12 by identifying the most in-demand skills in the labor market. This ensures that students graduate with competencies aligned to industry expectations, boosting their employability from day one.

Preparing Students for Jobs that Don't Yet Exist

LinkedIn's Work Change report forecasts that by 2030, the skills required to perform most jobs in the Philippines will have changed by 70%, with

AI acting as a primary accelerator. Already, 10% of roles filled in 2024 did not exist two decades ago—examples include AI Engineers, Data Scientists, and Sustainability Managers.

Despite the rise of automation, human skills remain irreplaceable. In fact, six of the top 10 fastest-growing skills in the Philippines are soft skills, with writing, critical thinking, problem-solving, and leadership leading the way.

“AI will soon touch every job function, amplifying the value of uniquely human skills,” said Feon Ang, managing director of LinkedIn APAC. “By empowering teachers with both technical and interpersonal capabilities, we're enabling them to guide students toward a future where adaptability and creativity are key.”

Empowering Digital Natives to Thrive

Recognizing the importance of digital literacy in shaping career trajectories, DepEd will also launch LinkedIn 101 workshops in senior high schools across the country. These training sessions will help students optimize their LinkedIn profiles, build professional networks, and navigate opportunities on the global employment platform.

“This collaboration reflects our commitment to elevating the standards of education in the Philippines,” Secretary Angara added. “Together with LinkedIn, we aim to empower both educators and students to thrive in a dynamic, opportunity-rich future.”



Led by president & CEO Michelle Tiu Lim-Chan, alongside the Export Sales and Marketing teams, Mega Prime Foods Inc. expands internationally with its official launch in Dubai, UAE, in partnership with Baqer Mohebi Enterprises.

FROM LOCAL LEGACY TO GLOBAL VISION: MEGA PRIME FOODS LAUNCHES IN DUBAI

The Philippine food giant celebrates its 50th anniversary with a bold international expansion, targeting the Middle East's growing demand for premium ethnic products.

Philippine-based Mega Prime Foods Inc. (MPFI) has officially launched in Dubai, marking a pivotal move in the company's international growth strategy as it seeks to scale operations beyond Southeast Asia and establish itself as a competitive player in the global packaged food industry.

The entry into the United Arab Emirates (UAE) aligns with MPFI's long-term goal to bring high-quality, Filipino-branded food products to a broader global audience, targeting both the diaspora market and a growing base of multicultural consumers seeking diverse culinary offerings.

As part of its regional activation, MPFI showcased its core product lines—Mega Sardines, Mega Mackerel, Mega Squid, Mega Prime Corn & Mushroom, and Mega Prime Nata—at Gulfood 2025, one of the largest global food trade exhibitions, held annually at the Dubai World Trade Centre (DWTC).

"This move represents a strategic milestone for our company as we scale our presence in high-growth international markets," said Michelle Tiu Lim-Chan, President and CEO of MPFI. "We are committed to elevating the Filipino brand on a global stage by delivering consistently high-quality, value-driven products to new and existing markets."

Strategic Market Selection: Why Dubai?

Dubai offers a unique mix of market readiness and brand alignment. The UAE is home to over 750,000 overseas Filipinos, providing a strong consumer base familiar with MPFI's products. More importantly, Dubai serves as a logistics and trade hub for the Middle East and North Africa (MENA) region, making it an optimal gateway for further regional expansion.

The emirate's multicultural population and developed food retail landscape present a high potential for product acceptance and market penetration. MPFI's positioning—offering authentic, ready-to-consume products at scale—caters well to convenience-driven consumers and the premium ethnic food segment.

Celebrating 50 Years: A Timely Expansion

The international push comes as MPFI celebrates its 50th year in business, a milestone underscoring the company's evolution from a domestic canned sardines brand to a diversified food enterprise with ambitions for global reach.

"Fifty years ago, we were focused on serving local communities. Today, we are building a business that connects Filipino heritage with international food standards," noted Lim-Chan.

The Dubai launch is part of a broader internationalization strategy that includes market mapping, consumer insights analysis, and channel diversification—anchored on MPFI's core values of quality, innovation, and cultural relevance.

Partnership with Baqer Mohebi Enterprises

To operationalize its retail presence, MPFI partnered with Baqer Mohebi Enterprises, a key player in regional FMCG distribution. The alliance ensures MPFI products are stocked in Baqer Mohebi Supermarkets and supported by localized marketing and sales initiatives.

Additionally, the company activated brand-building efforts through community events such as Barrio Fiesta Dubai and collaborations with local Filipino influencers, expanding brand equity and consumer engagement at the ground level.

"Our collaboration with Baqer Mohebi not only strengthens our market presence but ensures operational efficiency and scalability," said Marvin Tiu Lim, chief growth and development officer at MPFI. "It's a strategic partnership that helps us deliver on both availability and brand visibility."

Looking Ahead

With a proven domestic track record and growing export capability, MPFI is poised to enter additional high-potential markets in Asia-Pacific, the Middle East, and North America over the next three to five years. The company plans to increase its investment in global supply chain efficiency, sustainable packaging, and product innovation to meet the evolving demands of international consumers.

"Our ambition is clear: to become a globally recognized Filipino food brand—trusted by consumers and respected by the industry," Lim-Chan said.

R.E.P.O.

DEVELOPER

Semiwork

PUBLISHER

Semiwork

PLATFORM

PC

Words by Jose Alvarez



For those who played *Dungeons & Dragons*, you might be familiar with the alignment chart of Good/Neutral/Evil and Lawful/Neutral/Chaotic. Now, you might ask: what does this have to do with the survival horror multiplayer game *R.E.P.O.* (Retrieve, Extract, and Profit Operation)? For me, it (almost) perfectly fits the definition of Chaotic. My first impression of the game was that I would be scared and anxious the entire time, as many games in the survival horror genre tend to do, but I ended up having lots of fun, laughs, and, of course, learned a little something about my friends and even myself along the way.





R.E.P.O. is similar to *Lethal Company* in that you find items for money. Where it gained its unique status, however, is that its physics and monsters add a dose of comedy that is often lacking in this genre. At first, the game might appear like it belongs on the PlayStation 2 or any other early 2000s console, but numerous games go against the grain of graphics = good game, especially in an era where game development is more accessible to small indie companies that have found wild success with their creations (think *Among Us* and *Stardew Valley*).

You play as a semibot working for the Taxman, and you're collecting enough items to advance to the next level and fill the Taxman's coffers. If you're playing with friends, proximity chat will give you and your five other friends a lesson in teamwork. The levels get more difficult as you go on, and the difficulty and variety of the enemies also increase. You can buy upgrades from the Service Station, such as increased speed, stamina, weapons, and more.

While playing, you're avoiding enemies while collecting your items. You can kill them yourself with weapons, or simply pick them up and throw them into pits (a guaranteed one-shot kill), or use the environment. However, picking up enemies requires energy, and you may need your friends to help you kill enemies. You can also decrease the value of an item if you damage it, which makes teamwork very important if you want to get the most money for your items. This became especially apparent when I accidentally dropped plates. In addition, enemies respawn after a set amount of time, adding urgency (and anxiety) to your proverbial plate.

The art design is also rather varied. Some enemies include giant heads, people with sword arms, clowns, and more. Some are more aggressive than others, requiring you and your team to adjust accordingly. For example, the Huntsman is blind but can easily kill

you if he can hear you, while the gnomes are fast and can make you drop items, yet are easily killed. One of the most annoying enemies is the Hidden, which is barely visible but can stun you and force you to drop items. The enemies might be scary to some, but I found myself laughing at the absurdity of the enemy design more than being scared or anxious, which is an interesting approach to a genre that relies on fear and scaring players.

As of this writing, the game is still in Early Access on Steam, with developer Semiwork hinting at future collaborations as well as adding content to the game such as expressions for your semibots. What I thought was silly turned into hours of fun and mayhem with friends and complete strangers, and *R.E.P.O.*'s replay value should continue to increase with updates and the collaborations that will be coming in the future.





**WHERE TECH MEETS FANDOM IN THE PHILIPPINES'
PREMIER POP CULTURE CELEBRATION**



In a dazzling showcase of cosplay, cutting-edge gadgets, and pure fandom energy, Cyberzone Geek Con DX 2025 took over the Philippines this year—setting new benchmarks for what a geek-centric convention can achieve. Staged in three major SM Supermalls—Fairview, Cebu, and Davao—the month-long event drew over 7,000 fans, collectors, gamers, and creators from across Luzon, Visayas, and Mindanao.

More than just a gathering, Geek Con DX 2025 signaled the country's growing appetite for immersive fan experiences rooted in tech and hobby culture. It was a reminder that the geek community—once a niche—now commands center stage.

A GEEK CULTURE TAKEOVER

“This year’s Geek Con DX was a true celebration of the vibrant and diverse geek community in the Philippines,” said Patrick G. Pacla, Vice President—Operations and Marketing (Sponsorship and Cyberzone), SM Supermalls. And the numbers proved him right.

Each venue was transformed into a multisensory playground: cosplayers paraded in painstakingly crafted ensembles, card game enthusiasts filled tables with high-stakes matches, and gamers tested the latest hardware and software innovations. The event was carefully designed to appeal to every tribe, from anime aficionados and tabletop tacticians to digital artists and casual fans.



FROM TOURNAMENTS TO TECH TEMPLES

The event’s TCG (trading card game) zones were a standout this year, hosting passionate players of *Magic: The Gathering*, *Flesh and Blood*, *Altered*, and more. Deck-building workshops, exclusive merch, and card-trading corners turned these hubs into arenas of strategy and community.

Meanwhile, Deluxe Lane catered to digital creatives and collectors, offering curated selections from Akko, Wacom, and other premium brands. PC Express, MSI, Datablitz, and Razer Gold joined forces with Cyberzone to provide demo-ready rigs and exclusive gaming bundles—solidifying the event’s reputation as both a hobbyist haven and a tech lover’s dream.

COSPLAY AND COMMUNITY

Cosplay remained a core pillar of Geek Con DX, with elaborate costumes turning the convention halls into live-action anime scenes and fantasy worlds. The creativity was electric—capturing not just the visual grandeur but the spirit of the fandoms they represented.

Yet perhaps the most powerful aspect of the event was its community-driven energy. From trivia games to crowd-favorite stage contests, fans didn't just attend—they participated. The official hashtag #CyberzoneGeekConDX lit up social media, amplifying the event's reach far beyond mall walls.





A MODEL FOR THE FUTURE OF FANDOM

As geek culture moves from subculture to mainstream, Cyberzone has carved out a unique role as a bridge between technology and lifestyle. The success of Geek Con DX 2025 reflects a broader trend: fandom is no longer passive consumption—it's creative, connected, and deeply social.

By investing in this growing space, Cyberzone isn't just hosting events—it's cultivating a national

platform for pop culture expression. Whether you're a gamer, an artist, or a casual fan taking your first step into geekdom, Geek Con DX offers a home.

As the event wrapped up its final leg, one thing was clear: the future of fan gatherings in the Philippines is bigger, bolder, and more immersive than ever—and Cyberzone is leading the charge.

DOCMATE AI: THE ASSISTANT SET FOR PHILIPPINE HEALTHCARE



In an ambitious step toward tech-driven medical reform, Filipino startup 1Life Inc. has unveiled DocMate AI, the country's first AI-powered doctor's assistant platform—positioning itself at the forefront of healthcare innovation in the Philippines. Developed using big data from over 750,000 patients, DocMate AI fuses artificial intelligence with human expertise to empower doctors, optimize patient care, and bridge the alarming healthcare gap in the archipelago.

At its core, DocMate AI is a sophisticated diagnostic support system that integrates directly into existing patient management tools. Using cutting-edge Machine Learning (ML) algorithms, the platform analyzes everything from patient test results and vital signs

to family history, offering suggested diagnoses that doctors can review and refine. This reduces diagnostic time, minimizes human error, and frees up medical professionals to focus on direct patient care.

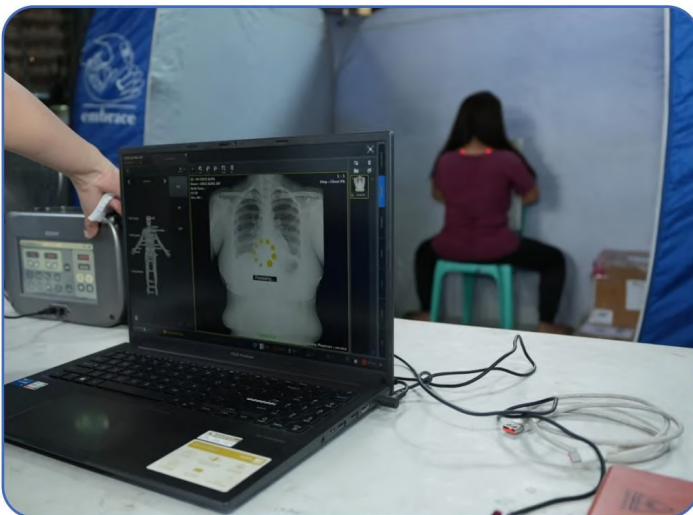
But what makes DocMate AI truly unique is its vision: to make quality healthcare accessible to underserved communities, particularly in rural and remote areas where physician availability is dangerously low—just 3.7 doctors per 10,000 people. Through AI-assisted consultations and real-time diagnostic support, the platform enables even overstretched clinics and local government units (LGUs) to offer quicker, more informed service to patients while also reducing healthcare costs through early detection and prevention.

THE FILIPINO-BUILT TO TRANSFORM HEALTHCARE



1Life Inc. debuted DocMate AI during a community medical mission in Novaliches, where over 200 residents received free diagnostic services. The rollout included portable diagnostic kits and on-site results, demonstrating how the company's vision to condense a four-day healthcare ordeal into a one-hour visit could drastically shift how healthcare is delivered in the country.

DocMate AI doesn't stop at diagnostics. The platform also supports AI-powered patient engagement, including personalized diet and exercise recommendations and post-visit follow-ups—helping patients manage chronic conditions and maintain wellness beyond the clinic.



For 1Life president Nino Namoco, this is more than innovation—it's a commitment to impact. "Having served nearly one million patients across the country, including in isolated islands and mountain communities, we believe AI is not just a luxury for modern hospitals—it's a necessity for inclusive care," Namoco said. "DocMate AI is our answer to a healthcare system stretched thin, offering scalable, smart solutions to ensure no Filipino is left behind."

With its launch, 1Life Inc. isn't just introducing a product—it's signaling the dawn of AI-enhanced, community-centered healthcare in the Philippines.



NEXT-GEN 911 SYSTEM

The Philippines is poised to lead Asia in emergency response with AI-powered, fully digital technology

In a country perennially ranked among the world's most disaster-prone nations, swift and reliable emergency response is more than a public service—it's a lifeline. Now, the Philippines is making a bold leap forward with the rollout of a Next Generation 911 (NG911) system, a digital, interoperable, and data-driven emergency response solution that could soon position the country as Southeast Asia's leader in public safety innovation.



Driven by the Department of the Interior and Local Government (DILG) and powered by NGA 911 Philippines in partnership with PLDT Global, the NG911 initiative upgrades the traditional voice-only emergency hotline into a fully digital platform. Unlike legacy systems, the NG911 framework supports IP-based routing, real-time caller location tracking, automated ticketing, multimedia uploads (including photos and videos), and even integration with CCTV feeds. The result: faster, smarter, and more coordinated emergency services.

Currently piloted in seven LGUs — including Cebu City, Cagayan de Oro, Alaminos City, and Morong, Rizal — the NG911 system has already improved police response times to as fast as 3 to 5 minutes, with 90% of calls answered within two rings. As the technology scales nationwide, dispatchers and first responders will soon have the ability to receive live video feeds from the scene, transcribe audio in real time, and access interactive dashboards that consolidate critical data at a glance.

“This is not just a software upgrade. It’s a national safety overhaul,” said Robert Llaguno, country head

of NGA Philippines. “Once fully implemented, the Philippines will have the best emergency response system in Asia—possibly even on par with those in the U.S. and Europe.”

One of NG911’s most transformative features is inter-agency interoperability. In the event of a typhoon, mass casualty incident, or earthquake, the system can seamlessly link LGUs, police, fire, medical, and disaster agencies—ensuring data flows smoothly and actions are synchronized.

Even more important, it simplifies access. Instead of memorizing different hotlines for each municipality, the public only needs to remember one universal number: 911. This alone can mean the difference between life and death in moments of panic.

As climate volatility and urban density continue to test emergency systems across Asia, the Philippines could serve as a model for how technology, governance, and private sector innovation can converge to build a future-ready emergency response system.



UPMG Board and Officers with the top advertisers and top agencies for year 2024.

UPMG INDUCTS OFFICERS AND BOARD OF DIRECTORS, RECOGNIZES TOP ADVERTISERS AND AGENCIES

The United Print & Multimedia Group Philippines (UPMG), a progressive organization of print media and publication companies, held its 1st General Membership meeting for year last March 26, 2025 at the Centennial Hall of the Manila Hotel to officially welcome the new UPMG Officers & Board of Directors and at the same time award the Top Advertisers & Ad Agencies for year 2024.

UPMG is composed of publication companies like major dailies, broadsheets, magazines, and tabloids. It advocates safeguarding the interests of Philippine print media by vigorously working towards the standardization of

its policies and regulations, values, and ethical practices, especially with the advent of the digital era.

During the event, keynote speaker and inducting officer Senator Grace Poe emphasized the significance of print media in today's society saying, "Despite the rise of digital media, it is widely agreed that print media remains relevant for several reasons: 1st, its perceived credibility, trust, and reliability; 2nd, its tangibility and the unique physical and lasting experience it offers; and 3rd, its diversity."

Senator Poe acknowledged print media's power to combat

disinformation and misinformation through its rigorous fact-checking process overseen by the editorial team. It can also reach diverse demographics, including those who may not have access to the internet or have visual impairments.

A New Era of UPMG

During the event, UPMG officially introduced and inducted its new set of Officers and Board of Directors for 2025-2027. They include:

- President: VIVIENNE A. MOTOMAL (Journal Group of Publications)



- Vice-President: ANGEL GUERRERO (Adobo Magazine)
- Corporate Secretary: JEANETTE DOMINGUEZ (BusinessWorld)
- Treasurer: SHERLY BAULA (Chinese Commercial News)
- Auditor: RODA ALONZO-ZABAT (Manila Times)
- P.R.O.: ALDWIN TOLOSA (Business Mirror)
- Head, Credit and Review Board: EVE BACANI (Philippine Daily Inquirer)
- Directors: JONG ARCANO (Philippine Daily Inquirer), EDNA ABONG (Pilipino Star Ngayon & Freeman), CAROL AGABIN (Gadgets Magazine)

As the 5th President of UPMG, Motomal felt immense pride and gratitude in her newly bestowed position, envisioning a more dynamic and energetic UPMG team to elevate the print industry to new heights.

"I am confident that this 2025-2027 team can revive the glory of print and strengthen its presence in the industry, be it advertising, editorial and readership. For the next two years, this team has envisioned the following: We will continue the partnerships with the different government offices as started by past President Atienza, we shall also continue close coordination and partnerships with the different industry organizations like PANA,

4A's, ASC and others," Motomal remarked.

During her term, Motomal aims to reach out to the youth to rekindle the passion and interest to read newspapers, magazines, and books through print campaigns, among others.

The Headliners 2024 Winners

Another highlight of the event was "The Headliners Award" which recognized the top performing advertisers and Ad agencies who exemplified loyal patronage and continued support in the power of print media.

Leading the roster of top advertisers were City of Makati, Robinsons Land, BDO, Federal Land, National Grid Corporation of the Philippines, Meralco, Megaworld, Toyota, and Pag-ibig, with SM SUPERMALLS securing the top position among advertisers.

The top advertising agencies were led by STARCOM, IPG Media Brands, Medialine, PHD, and Astra Media.

SM Supermalls vice-president for corporate marketing Grace Victoria Fornier Magno thanked UPMG for naming SM Supermalls "The Headliner 2024 Top Advertiser," emphasizing the enduring value the company places on print media with their long-

standing partnerships with publication companies.

"In SM Supermalls, we like to celebrate Filipino culture and connect with our customers, and we think that the only media that gives credibility is really print," Magno shared, highlighting the crucial role of print media in disseminating information. "It's a symbol of trust and prestige when you are in a newspaper and on the front pages."

Jace Suzara, group media director-head of constellation of STARCOM, also reiterated the veracity of the medium in providing information.

"Print Media nowadays is a symbol of trust and credibility. At the time when misinformation and digital clutter are pervasive, print remains the beacon of reliability," he affirmed. "Print media has not only endured the test of time and continues to thrive. They continue to provide us with resilience and adaptability."

He added, "One thing that print offers versus other media is the sensory experience that can only be done by the print medium. The weight of a newspaper, the texture of a magazine, and the vibrant colors of a well-designed advertisement, these elements create a connection that goes beyond the screen."

FEI together with the winning team from Grace Christian College



10TH PHILIPPINE ROBOTHON AND 2ND STEAM EDUCATION CONFERENCE SPOTLIGHT FUTURE INNOVATORS AND ADVOCATES

The stage was set for groundbreaking innovation, from young brilliant minds to advocates, and once again, the organizers and every participant rose to the occasion and delivered exceptional results.

First Eduspec Inc. (FEI), the Philippines' leading technology-focused education solutions provider, and

Rex Education, the country's premier academic publisher, joined hands to hold the 10th Philippine Robothon and 2nd STEAM Education Conference recently, at the National University – Nazareth School in Manila.

This highly anticipated event brought together the country's brightest young minds, top educators, and leading

experts in robotics and STEAM education, paving the way for a more technologically advanced future.

The 10th Philippine Robothon carried the theme “D.I.G.I.T.B.A.Y.A.N.: *Pag-yabong ng Kaalaman, Pag-angat ng Bayan*” and featured 138 teams from 38 schools across the nation in a competition that aimed to showcase



the critical intersection of robotics, technology, and real-world problem-solving.

The 138 teams competed in two categories: the **Mini Robot Challenge** and the **Innovative Open Category**. The Mini Robot Challenge highlighted the vital role of food security and tasked the participants to showcase ingenuity, creativity, and problem-solving skills in tapping technology and robotics to address this important national issue. The Innovative Open Category touched on themes such as inclusive education, sustainable agriculture, disaster response, and artificial intelligence for business efficiency, and challenged the students to reimagine the possibilities of

technology in solving real-world problems.

Elizabeth Seton School, Grace Christian Among the Big Winners

The much-awaited awarding ceremony followed at 2:00 PM to recognize the winners of the competition's two categories. Elizabeth Seton School Las Piñas topped the Innovative Open Category – Middle School, followed by St. Mary's College Inc.- Quezon City, in second place, and Elizabeth Seton School South in third place.

San Beda College-Alabang, meanwhile, copped first place in the Innovative Open Category – High School. Joining the NCR-based institution in the winners' circle are Brokenshire SOCCSKSARGEN (second place) and Immaculate Concepcion College-Balayan (third place).

Grace Christian School-Quezon City, was the overall winner of the Mini Robot Challenge. GCF South Metro Christian School was the first runner-up, while Brokenshire College-Toril was hailed as the second runner-up.

The awarding ceremony concluded with the prestigious Philippine Robothon Emblem Turnover, where the hosting of the 11th Philippine Robothon was officially handed over to the University of San Agustin – Iloilo.

STEAM Education Conference: Providing a Platform for Innovation Exploration

The 2nd STEAM Education Conference came next and provided over 120 educators and school leaders with a platform to explore the future of education. With the theme "STEAM for All – Coding & Robotics as Catalysts for PISA Success," the conference featured a powerful keynote address by Dr. Alfons Jayson Pelgone of the Philippine Normal University. This was followed by a thought-provoking panel discussion

moderated by Mr. Paolo Josef Blando of the National Teachers College.

The panel covered the successful integration of robotics into education, its impact on student performance, and how parents are responding to these technological advancements. Among the esteemed panelists who shared their insights and wisdom were Dr. Cherrie Paniamogan of Brokenshire College – Toril, Dr. Claudette Paracale of the University of San Agustin – Iloilo, Ms. Maria Darin Tagbago and Ms. Eliana Katelyn Li of GCF South Metro Christian School, and Mr. Marc Justin Amurao of Dominican School of Manila.

Dr. Sarah Villanueva of FEI Research added to the dynamic exchange of knowledge by presenting a case study on Skills Assessment Programs. Dr. Vanessa Paula Garcia of the Philippine Association of Colleges and Universities Commission on Accreditation also provided important insights in her discussion on Quality Assurance in Instruction and Accreditation Frameworks.

The 10th Philippine Robothon and the 2nd STEAM Education Conference were proudly organized by First Eduspec, Inc. and Rex Education. Providing much-needed assistance was the host, National University – Nazareth School. The Department of Science and Technology, Department of Education, and Technical Education and Skills Development Authority also supported the two events, along with private companies SamLabs, Elex Hub Electronics, Segway, and TornBox Creatives.

As robotics and STEAM education continue to shape the future, the 10th Philippine Robothon and the 2nd STEAM Education Conference Manila stand as testaments to the creativity, ingenuity, and great potential of Filipino students and educators. For quality education, FEI and REX, with partner schools and organizations, will remain engaged and staunch advocates of these developments.



acer

Crowned as the undisputed laptop and PC brand in the Philippines.*

*Based on a third-party survey by GfK as of December 2024.

ACER CONTINUES TO LEAD CONSUMER AND GAMING NOTEBOOK MARKETS IN PH

Acer once again dominated the Philippine market for consumer and gaming notebooks in 2024, capturing 35.7% of the total market share, according to third-party survey data by GfK. Acer secured a 34.2% market share in the consumer notebook category and a 40.6% market share in the gaming notebook category. This means that one in every three laptops in the Philippines is an Acer.

Key growth drivers included best-value offerings, extensive sales coverage, and strategic marketing campaigns. Acer's agility in adapting to the latest trends and leveraging the

influence of its brand ambassadors, such as SB19 and G22, resonated with the young target demographic.

Acer also solidified its market leadership in the gaming category with Predator Gaming. The brand has always focused on growing the esports community through events like the Asia Pacific Predator League.

"These initiatives have built stronger brand equity, resulting in customers recognizing and trusting Acer and its products. For 2025 and beyond, our consumers can only expect the best of what we can offer," said Sue

Ong-Lim, Acer Philippines managing director.

Another factor contributing to Acer's success is the brand's strong nationwide presence. Consumers can purchase Acer products at Acer Concept Stores and through authorized dealers. Acer products are also available online through the Acer online store, Lazada, and Shopee.

Visit Acer's official social media pages for more information - Facebook (@acerPH), Instagram (@acerph), Twitter (@acerphils), or through the official website www.acer.com.



NEWSPAPER

Words by Jose Alvarez

In anthropology, the cultural record is defined as the documentation of human societies, cultures, and their practices. The Philippines has a rich cultural history with numerous Arabic, Malay, Chinese, Spanish, and American influences, making it truly unique on the world stage; many other countries also have their cultural influences as well. But how is the cultural record truly preserved so that we may all gain knowledge? Some cultures had writing, while others did not. There are both written and oral traditions that define cultures. But to add context to a lot of these practices, we must take a look at the newspaper, which is a window into how the cultural record is preserved set against the attitudes of the people of the time.

A newspaper is defined as a publication circulated at certain periods that contain information about current events. Newspapers are most often published daily, but some may be weekly, biweekly, monthly, or even quarterly. Newspapers also contain coverage of not only current events but also opinion columns, weather forecasts, advice columns, reviews of local establishments providing services, obituaries, and even fun things such as comic strips, editorial cartoons, and crossword puzzles. But how far back does the newspaper go?

Ancient Rome had a government-run bulletin called the *Acta Diurna* (Daily

Acts), which were posted in public places throughout the Roman Empire, mostly carved in metal or stone. China had the *Kaiyuan Za Bao* (Bulletin of the Court) that covered government news and was handwritten on silk and distributed to government officials. While these were not newspapers in the sense that we know it today, it does fit the definition of a publication that circulates at certain periods that contain information about current events. Modern newspapers usually have an editor-in-chief, editors of various sections of the paper itself, staff writers, contributors, and other roles.

The invention of movable type in the 1450s allowed the mass production of books, while the printing press accelerated the dissemination of information quickly. Johann Carolus published a German-language paper, *Relation aller Fürnemmen und gedenckwürdigen Historien* (Account of all distinguished and memorable stories) in 1605, which is widely known as the first actual newspaper in the free city of Strasbourg (now in France) in the then-Holy Roman Empire. The newspaper then spread throughout Europe. In concurrence with the exploration of the Americas and other areas of the world, Benjamin Harris published *Publick Occurrences Both Forreign and Domestick* in Boston, Massachusetts, in 1690, marking the arrival of newspapers in the New World. Newspapers popped up all around the world during the next 100 or so years.

The Industrial Revolution significantly sped up the circulation of newspapers and gave them a more central role in society. Newspapers played a vital role in disseminating information in various countries, announcing major events that the public could read at very little cost; some newspapers were extremely local and covered small geographic areas, while others covered news in an entire country, such as *The New York Times* or the *Philippine Daily Enquirer*, to name both an internationally-recognized paper as well as a local one.

Today, newspapers have largely moved online as people have moved online, making it easier for anyone to create their own news sources or to talk about stories that some newspapers may not have covered. While not necessarily fitting the idea of what people may call newspapers today, blogs and websites can be considered newspapers as they are publications circulated at certain periods that contain information about current events. However, biases from the editorial team or certain staff writers may cause people to perceive them as promoting a specific political agenda. On that note, the newspaper gave information and placed context to that information to preserve cultural records from all around the world, and we should look to them as a window into the past that we can learn from and change the future for the better.

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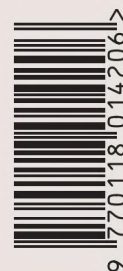


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